



UNIVERSITY OF CENTRAL ARKANSAS

COLLEGE OF BUSINESS

VISION, MISSION, AND CORE VALUES STATEMENT

Vision

Our vision is to be recognized as the business college of choice for undergraduate and masters programs among public business colleges in Arkansas and the region, with national recognition in selected fields or areas.

Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current and responsive curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the regional and global business community.

In carrying out this mission, the College of Business is guided by the following core values:

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.

- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

Course Number:	MKTG 3372
Course Name:	Sales Management
CRN:	21078
Semester:	Fall/2014
Location:	COB Room
Class Hours:	Monday Night 6-9pm

Instructor Information

Name:	Wayne Landers
Office Location:	Marketing Suite
Work Email:	ucasalesclass@gmail.com
Phone:	501-733-5433
Office Hours:	Call, Text or e-mail anytime

Prerequisites

See Business Catalogue

Textbook and Instructional Materials Required:

Selling Today—Partnering To Create Value/ Manning, Ahearne, Reece...13th Edition

Course Description:

In business today, Sales still involves a buyer and a seller. In order for the greatest profit to be made, value must be provided and a relationship must be established. This course will help provide the framework to best deliver these values.

Course Objectives:

To gain a strong, foundational understanding of how the world of sales impacts overall business every day. Insight will be provided from both the Seller's point of view as well as the Buyer's.

Course Delivery Method:

Lecture utilizing PowerPoint slides as well as using guest lectures

Grading

Grades will be assigned according to the following scale:

A—90-100

B—80-89

C—70-79

D—60-69

F—0-59

The various components of your grade are composed as follows:

- Exams
- Project
- Participation
- Quizzes
- Current Events

Description of Major Deliverables/Course Requirements:

Attendance

Participation

Real-World strategy and application

Future Job Preparation

Evaluations (Fall & Spring)

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the thirteenth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

Policies and Procedures:

Attendance and Drop policies:

Attendance is required. Absences will negatively affect your participation grade.

Assignment Submission:

As directed by the instructor

Makeup Exams:

There will not be any, so don't miss

Classroom Policies:

Respect each other

Talk when called upon

Be prepared to answer

Don't talk while someone else is

Academic Integrity Statement:

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement:

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies:

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Title IX

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <http://uca.edu/titleix>.

Emergency Procedures Summary (EPS)

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

Other Required Materials/Competencies/Resources:

Textbook
Great Attitude

Accreditation & Assurance of Learning

Learning Goal(s) Assessed in this Class

- ___ There is no formal assessment activity scheduled in this class.
xx There is formal assessment activity scheduled in this class.

Learning Goals:

Sales techniques
Customer expectations
Delivery of Value by the Seller

Learning Objective:

Understand buying motives
Recognize Personality traits and how they relate to sales
Effective relationship building methods
Understanding how to manage the sales process

Measure:

Exams
Oral Sales Presentation
Quizzes

Benchmark:

Instructor