

Identification	Subject (code, title, credits)	MGT 415 Sales Management - 3KU credits (6ECTS)	
	Department	Economics and Management	
	Program (undergraduate, graduate)	Undergraduate	
	Term	Fall 2026	
	Instructor	Salman Babazade	
	E-mail:	salman.babazada@khazar.org	
	Classroom/hours		
	Office hours	By appointment	
Prerequisites	MGT 305 Management		
Language	English		
Compulsory/Elective	Compulsory		
Required textbooks and course materials	Essentials of Negotiation, Seventh Edition, Roy J. Lewicki, David M. Saunders, Bruce Barry, McGraw-Hill Education, 2021		
Course website	N/A		
Course outline	This course is the foundation for the nature of sales. Friends, children, businesses, police, nations, everyone sells almost daily. Sales occur for two reasons: (1) to create something new that neither party could do on his or her own, or (2) to resolve a problem or dispute between the parties. Perspectives used to understand different aspects of sales include theory, research from economics, psychology, political science, communication, labor relations, law, sociology, and anthropology.		
Course objectives	The main objective of this course is there are two reasons that every sales person should be familiar with distributive bargaining. First, some interdependent situations that sales people face are distributive, and to do well in them sales people need to understand how they work. Second, because many people use distributive bargaining strategies and tactics almost exclusively, all sales people will find it important to know how to counter their effects.		
Learning outcomes	The learning outcomes of this course are as follows: • Characteristics of a sales situation. • Interdependence in sales. • Mutual adjustment throughout sales and making and interpreting concessions. • Value claiming and value creation. • Definition and levels of conflict. • Major strategies for conflict management.		
Teaching methods	Lecture		x
	Group discussion		x
	Case analysis		x
	Simulation		x
Evaluation	Methods	Description and deadline	Percentage (%)
	Attendance		5
	Case studies	During semester	5
	Midterm Exam	8 th week	30
	Project	Sales Plan, 14 th week	10
	Presentation	Sales Plan, 15 th week	15
	Final Exam	16 th week	35
	Total		100
Policy	Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam. Students are expected to prepare for and actively participate in class discussions. Case studies: There will be five case studies throughout the course. It is intended to encourage critical thinking for learners to develop responses regarding the application of concepts. Each case study will be 1 point. Project: Students will be divided into teams and each team will be required to write a 15–20-page sales plan. Teams will work on a business idea during class and will continue turning that idea into commercials after the class. Presentation (20 min) and discussions will be graded based on the depth of analysis and quality of teams’ presentation and participation.		

Generative AI Policy: Generative artificial intelligence (GenAI) tools may be used to assist learning in this course, particularly for creating and developing ideas. Students must disclose all GenAI tools used in their submitted work and clearly state the purpose and manner of their use, as specified in Section 8. They are also responsible for verifying the reliability and accuracy of AI-generated information. The final submission should clearly demonstrate the student's independent analysis, critical thinking, and original intellectual contribution.			
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		The Nature of Sales Case Study	Chapter 1, page 1
2		Strategy and Tactics of Distributive Bargaining	Chapter 2, page 26
3		Strategy and Tactics of Integrative Negotiation Case Study	Chapter 3, page 58
4		Sales: Strategy and Planning	Chapter 4, page 87
5		Ethics in Sales Case Study	Chapter 5, page 112
6		Perception, Cognition, and Emotion	Chapter 6, page 136
7		Communication	Chapter 7, page 161
8		Midterm Exam	
9		Finding and Using Sales Power Case Study	Chapter 8, page 177
10		Relationships in Sales	Chapter 9, page 197
11		Multiple Parties, Groups, and Teams in Sales Case Study	Chapter 10, page 214
12		International and Cross-Cultural Sales	Chapter 11, page 235
13		Best Practices in Sales	Chapter 12, page 263
14		Best Practices in Sales	Chapter 12, page 263
15		Sales Plan Presentations	
16		Final Exam	