

Module Description International Sales

Identifier	Category	Details / Content
General Information		
1.1	Module name	International Sales
1.2	Contained courses	a) International Retail Management b) International B2B Sales Management
1.3	Module code	MSB.2.0056.0.V.1 (International B2B Sales Management) MSB.2.0056.0.V.2 (International Retail Management)
Timing		
2.1	Frequency of offer	Summer semester
2.2	Attend in which semester	in 1st. semester (for first semester students) in 2nd. Semester (for second semester students) Incoming students
Link to study programs		
3.1	Offered in study program	Master International Marketing and Sales
3.2	Mandatory courses in module or Electives	Mandatory
Workload		
4.1	Lecture form a) International Retail Management	Students teach students
	Lecture form b) International B2B Sales Management	Seminar lessons
4.2	Contact time a) International Retail Management	2 semester weekly hours = 30 hours per semester
	Contact time b) International B2B Sales Management	2 semester weekly hours = 30 hours per semester
4.3	Self-study time a) International Retail Management	60 hours per semester
	Self-study time b) International B2B Sales Management	60 hours per semester
4.4	Total workload	180 hours
4.5	Workload in credits	6 ECTS
Intended learning outcomes & learning content		
Intended learning outcomes a) International Retail Management		
5.1	ILO IS 1	Graduates can discuss retail management decisions, explain helpful methods and take decisions adequate to the international situation given.
	ILO IS 2	Graduates can teach selected aspects of international sales & distribution to fellow students and critically reflect on the teaching success.
	ILO IS 3	Graduates can prepare a learning workshop, lead groups responsibly to learn about complex topics, present the topics well and in a structured way and critically analyze their results.
	ILO IS 4	Graduates can interact constructively in teams in an informal project work.

Contribution of module ILOs to study programme ILOs

(only most relevant contribution is highlighted)

➔	K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
➔	A1	Graduates can apply theoretical knowledge of the international marketing & sales discipline enabling them to take decisions on the development of appropriate strategies and measures solving business problems within a changing multicultural environment, to meet stakeholder interests in for example: marketing conception, sales management, international management, and business innovation.
➔	S1	Graduates can effectively communicate in English or in the teaching language of their study abroad country on advanced academic and professional level , oral and in writing, in person and using a range of media and communication systems, which are widely used in business. They can precisely represent their own views and convictions in discussions in a natural - looking manner and act and react in socially adequate ways in intercultural, negotiation and ethically demanding situations .
➔	S2	Graduates can within a team environment, organize team building, effectively divide tasks, work confidently, disciplined, responsibly and results-oriented with a high level of commitment, lead by example, manage team members, conflict, and self-manage as part of a team , present deliverables and critically reflect on the quality of team performance.

	ILO IS 5	Graduates can, at a high level, present target group oriented, give advice to co-students, explain and communicate.
Intended learning outcomes b) International B2B Sales Mangement		
5.1	ILO IS 6	Graduates can analyze country- and region-specific differences (e.g. social, political, technological) and insights of international scientific specialised sales literature and assess their impact in the design of modern sales & distribution approaches for different international strategies (export, intermediate, hierarchically) for a selected company.
	ILO IS 7	Graduates can discuss sales management decisions along the sales cycle, identify and discuss management decisions in an international B2B sales context and critically reflect on strategic and operational implications.
	ILO IS 8	Graduates can evaluate the relevance of the relationship management in the international B2B and B2C sales and discuss important sales decisions, digital and AI tools for sales force mgnt., key account mgnt., and global account management.
	ILO IS 9	Graduates can discuss sustainability oriented aspects of retail & sales management and which kind of sustainability oriented management behaviour is expected by stakeholders
Learning content a) International Retail Management		
5.2	Learning content 1	Channel Management
	Learning content 2	Internationalization of trade
	Learning content 3	Asian Retail - Japan, China, India
	Learning content 4	Retail management (strategy, location, merchandize management, service, pricing financial control, CSR)
	Learning content 5	Market entry strategy / got to market approach & management
	Learning content 6	Export Modes - including partner selection & motivation
	Learning content 7	Intermediate Modes (Franchising)
	Learning content 8	Hierarchical Modes
Learning content b) International B2B Sales Management		
5.2	Learning content 9	The selling cycle
	Learning content 10	Selection, training, performance measurement, szing, structuring, compensation of sales force
	Learning content 11	Territory management, allocation of resources
	Learning content 12	Key account management, Global account management
	Learning content 13	AI and digital technology as agility drivers in B2B sales
Requirements & examination		



S1	Graduates can effectively communicate in English or in the teaching language of their study abroad country on advanced academic and professional level , oral and in writing, in person and using a range of media and communication systems, which are widely used in business. They can precisely represent their own views and convictions in discussions in a natural - looking manner and act and react in socially adequate ways in intercultural, negotiation and ethically demanding situations.
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K2	Graduates can prepare effective decision taking by identifying knowledge gaps, formulating research questions for e.g. analysing customers or international markets, selecting and using appropriate quantitative and qualitative skills , making use of suitable communication and information systems, demonstrating cognitive skills of critical thinking, analysis and synthesis in order to derive strategic and operational recommendations for action in the professional fields of international marketing & sales.
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K1	Graduates can effectively self-manage (in terms of motivation, time, planning and behaviour) an IT-system supported learning process to gain knowledge on strategy & leadership, organisations, external environment and management in the professional fields of international marketing & sales.
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K4	Graduates can discuss values of global social responsibility and ethical demands placed on them in the course of their business or research activities as international marketing & sales managers
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6	Participation requirement	None
7.1	Requirements for the award of credit points	Passed module (min. 50% of points)
7.2	Assessment method / requirements for the award of credit points in a) international retail management	Presentation; Lecture (50%), Verbal examination (50%)
7.2	Assessment method / requirements for the award of credit points in a) international B2B sales management	
7.3	Requirements for admission to the examination	
7.4	Importance of the mark for total mark	5% (6 ECTS of 120 ECTS)
8.1	Lecture language	English
8.2	Module supervisor	Prof. Dr. Bert Kiel
8.3	Lecturers	Prof. Dr. Carmen-Maria Albrecht Prof. Dr. Bert Kiel
8.4	Maximum number of participants	
8.5	Supplementary information	Student lectures need to be in English.
Recommended / Mandatory readings in the last years		
SS 2025	A Critical Examination of the Recent Evolution of B2B Sales, Joel G. Cohn, 2024	
	Selling, building relationships, 2022, Castleberry, S.B., Tanner, J.F.	
	The Agile Sales, Claudia Thonet, 2023	
	Integrated Product and Sales Management in B2B - Developing, Managing and Selling Technology Based Industrial Products Profitably, 2023, Claus Tintelnot	
	Sales management, 2024, Thomas N. Ingram et al.	
	Settling Climate Accounts, 2022, Thomas Heller, Alicia Seiger	
	The Palgrave Handbook of Supply Chain Management, 2024, Joseph Sarkis	
	Circular Economy Solutions for Sustainability in Textile and Silk Sector, R. Hassan, F. Acerbi, S. Terzi, and P. Rosa	
	The circular economy: New or Refurbished as CE 3.0? D. Reike, W. Vermeulen, S. Witjes, 2018	
	The Future of E-commerce, Innovations and Developments, 2024, Grzegorz Chodak	
	Sensory Marketing in Retail - An Introduction to the Multisensory Nature of Retail Stores, 2023, Arto Lindblom	
	Brent Adamson et al., The Challenger customer, 2015	
Global Sales, 2020, Zach Selch		
SS 2024	Multisensory in Stationary Retail, 2023, Gunnar Mau, Markus Schweizer, Christoph Oriet	
	Innovation of Digital Economy, Zhang et Al. 2023	
	Reinventing Fashion Retailing - Digitalising, Gamifying, Entrepreneuring, 2023, Eirini Bazaki, Vanissa Wanick	
	Retail Space Analytics, 2023, Ahmed Ghoniem, Bacer Maddah	
	B2B Professional Sales, Volume 1, JP Amlin, 2021	
	B2B Professional Sales, Volume 2, JP Amlin, 2021	
	Sales Management that works, Frank V. Cespedes, 2021	
SS 2023	Building a winning sales force, Zoltners, Sinha, 2009	
	Transforming Sales Management; Grant Van Ulbrich, 2023	
	Getting Multi-Channel Distribution Right, 2020, Kusum L. Ailawadi, Paul W. Farris	
	Brent Adamson et al., The Challenger customer, 2015	
	Sales management, 2020, Thomas N. Ingram et al.	
	Sales force management, 2013, Mark W. Johnston, G. Marshall	
SS 2022	Building a winning sales force, Zoltners, Sinha, 2009	
	Global Sales, 2020, Zach Selch	
	Structuring the sales force for customer and company success; Zoltners, Sinha, Lorimer 2011 in "The Oxford handbook of strategic sales and sales management"	
	Selling & Sales Management: Developing Skills for Success", 2021, Lisa Spiller	
	Sales Growth, Thomas Baumgartner et al. 2016	
	Game of Sales, David Perry, 2019	
	HBR 10 Must read on sales, 2017	
Sales management, 2020, Thomas N. Ingram et al.		
Sales force management, 2013, Mark W. Johnston, G. Marshall		
AI strategy for sales and marketing, Katie King, 2022		
Artificial intelligence for marketing, ch.5, P.165-199, Jim Sterne, 2017		

Previous	Getting Multi-Channel Distribution Right, 2020, Kusum L. Ailawadi, Paul W. Farris
	Brent Adamson et al., The Challenger customer, 2015
	Global Sales, 2020, Zach Selch
	"Retailing management", Levy Weitz
	"Marketing Channel Strategy", Robert W. Palmatier, Louis W. Stern, Adel I. El-Ansary
	„Strategic Retail Management“, Zentes, Morschett, Schramm-Klein
	"Retail Marketing Management", 2015, Goworek, McGoldrick
	"Retail Marketing", Sean Ennis, 2016
	"Fundamentals of selling" 13e, 2014, Charles M. Futrell
	"Selling today" 13e, 2014, Manning, Ahearne, Reece
	"Vertriebsmanagement", Albers / Kraft 2013
	"Sales & Distribution mgmt.", Panda, Sahadev, 2010
	"Sales force design for strategic advantage", Zoltners, Sinha, Lorimer
	"Sales management", Cron, DeCarlo, 2010
	"Selling and Sales Mgmt.", Jobber / Lancaster, 2012
"Building a winning sales force", Zoltners, Sinha, 2009	
"Global Account management", Peter Cheverton	