

# Business Administration

**Professors**

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**Learning Outcomes**

Upon completion of this course students will be able to

- describe the career opportunities available in organizational sales.
- demonstrate professional verbal communication skills.
- explain the importance

**Notes**

Class participation marks will be awarded based on class discussions, exercises and role plays using

## Course Schedule

<b>Week of:</b>		Orientation Day – September 3, 2019 Classes Begin – September 4, 2019 Thanksgiving – (No classes) – October 14, 2019 Remembrance Day – (No classes) – November 11, 2019 Last Day of Regular Classes – December 4, 2019 Exam Period – December 7, 2019 to December 18, 2019	
<b>Sept.</b>	4-6	Course Introduction Overview of Personal Selling	Ch 1
	9-13	Building Trust and Sales Ethics <b>Sales Assignment Part 1: Product Selection Due</b>	Ch 2
	16-20	Understanding Buyers	Ch 3
	23-27	Communications Skills	Ch 4
<b>Sept./ Oct.</b>	30-4	Strategic Prospecting and Preparing for Sales Dialogue <b>Sales Assignment Part 2: Background Information Due</b>	Ch 5
	7-11	Negotiation Midterm Review	
	14-18	<b>Midterm Exam (Chapters 1-5)</b>	
	21-25	Planning Sales Dialogues and Presentations Sales Dialogue: Creating and Communicating Value	Ch 6,7
<b>Oct./ Nov.</b>	28-1	Sales Dialogue Cont. <b>Sales Assignment Part</b>	

