Description: Sales and Human Resource Management

Subject | Cat-Nbr | Class | Term | Mode | Units | Campus
--- | --- | --- | --- | --- | --- | ---
MKT | 8006 | 10284 | 1, 2002 | EXT | 1.00 | TWMB

Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080599

STAFFING
Examiner: Sarah Spencer-Matthews
Team Member: Michael Gardiner

PRE-REQUISITES
Co-requisite: MKT 8005

RATIONALE
An understanding of the Human Resource Management issues facing the salesperson and manager is essential for the ongoing development and management of the sales management activity.

SYNOPSIS
This course takes a less theoretical approach to the study of key issues impacting on sales management in Australia. Students will gain an understanding of how human resource management operates within their selected organisation and the impact this has on the sales operation of the organisation. Topics covered will include sales force planning, selecting, training, leading, motivating and compensating a sales team and career planning.

OBJECTIVES
On successful completion of this course students will be able to:

- Identify the Human Resource Management issue confronting the selected organisation.
- Show appreciation of the nature, functions and difficulties inherent in the application of sound human resource management skills; and
- Demonstrate an understanding and application of human resource management principles to the selected organisation.
### TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introduction to sales human resource management</td>
<td>10.00</td>
</tr>
<tr>
<td>2. Contextual issues</td>
<td>15.00</td>
</tr>
<tr>
<td>3. Sales force planning</td>
<td>10.00</td>
</tr>
<tr>
<td>4. Recruiting the sales team</td>
<td>10.00</td>
</tr>
<tr>
<td>5. Selecting the sales team</td>
<td>10.00</td>
</tr>
<tr>
<td>6. training the sales team</td>
<td>10.00</td>
</tr>
<tr>
<td>7. Leading the sales team</td>
<td>10.00</td>
</tr>
<tr>
<td>8. Motivating the sales team</td>
<td>10.00</td>
</tr>
<tr>
<td>9. Compensating the sales team</td>
<td>10.00</td>
</tr>
<tr>
<td>10. Career planning</td>
<td>5.00</td>
</tr>
<tr>
<td>11. Revision</td>
<td>0.00</td>
</tr>
</tbody>
</table>

**TEXT and MATERIALS required to be PURCHASED or ACCESSED:**

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at [http://bookshop.usq.edu.au](http://bookshop.usq.edu.au) by entering the author or title of the text.


**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directed Study</td>
<td>44</td>
</tr>
<tr>
<td>Examinations</td>
<td>55</td>
</tr>
<tr>
<td>Private Study</td>
<td>66</td>
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</tbody>
</table>
### ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSIGNMENT 1 - WRITTEN PAPER</td>
<td>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
</tr>
<tr>
<td>(see note 1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ASSIGNMENT 2 - WRITTEN REPORT</td>
<td>30.00</td>
<td>30.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
</tr>
<tr>
<td>(see note 2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 HOUR END OF SEMESTER EXAMINA</td>
<td>50.00</td>
<td>50.00</td>
<td>Y</td>
<td>END S1</td>
</tr>
<tr>
<td>(see note 3)</td>
<td></td>
<td></td>
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</tbody>
</table>

**NOTES:**

1. Further details about the due dates are detailed in the assessment section of the Course Specifications.
2. Further details about the due dates are detailed in the assessment section of the Course Specifications.
3. Further details about the due dates are detailed in the assessment section of the Course Specifications.

### OTHER REQUIREMENTS

1. To be assured of a passing grade in this course students will be required to obtain at least 50% for the assignments in aggregate; at least 50% in the final examination; and an overall mark of at least 50%. Final grades for the course will be determined by the addition of the marks obtained in each assessment item, weighted as in the Assessment Details and by considering the students' level of achievement of the objectives of the course. To be assured of a B grade students will be required to obtain an overall mark of 65%. To be assured of an A grade students will be required to obtain an overall mark of 75%. To be assured of a HD grade students will be required to obtain an overall mark of 85%.

2. Due Date: The due date for an assignment is the date by which a student must despatch the assignment to the university. The onus is on the student to provide, if requested, proof of despatch. In the absence of proof, the Course Leader will apply the late penalty. Extensions: Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The Course Leader shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 20% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the Course Leader. Extensions beyond one week are only granted in extreme circumstance.
because model answers may be distributed after this time. If you are likely to require
an extension for a longer period than one week, you must contact the Course Leader
for advice. In most cases, you will be required to complete an alternative make-up
assignment. However, make-up assignments are only granted if you have passed
all other pieces of assessment for the course. Medical extensions: In the case of an
application for extension for medical reasons, the documentation should include
a statement from a doctor stating: - the date the medical condition began or changed;
- how the condition affected the student's ability to study; - when it became apparent
that the student could not submit the assignment. As a rule, you will be granted an
extension for the number of working days covered on a medical certificate. In the
case of a medical extension, you do not need to contact the Course Leader unless
you require an extension of longer than one week. Extensions for family/personal
reasons: In the case of an application for extension for family/personal reasons,
the documentation should include a statement from a doctor, counsellor or
independent member of the community stating: - the date the student's personal
circumstances began or changed; - how the circumstances affected the student's
ability to complete the assignment; - when it became apparent that the student
could not complete the assignment. In the case of an extension for family/personal
reasons you must contact the Course Leader before the due date to discuss the
reason for the extension and to negotiate the length of an extension if granted.
Extensions for employment-related reasons: In the case of an application for
extension for employment-related reasons, the documentation should include a
statement from the student's employer stating: - the date the student's employment
began or the conditions of employment changed; - how this prevents the student
from completing the assignment. In the case of an extension for employment-related
reasons you must contact the Course Leader before the due date to discuss the
reason for the extension and to negotiate the length of an extension if granted.

3 Text Books: Please note that it is the responsibility of the student to acquire a copy
of the textbook as soon as their enrolment in the course has been confirmed.
Extensions will not be granted on the basis of the student not having a copy of the
text, if the text is available from the USQ bookshop.

4 Students must retain a copy of all assignments, which must be provided if/when
required by the Course Leader.

5 Course weightings of topics should not be interpreted as applying to the number
of marks allocated to questions testing those topics in an examination paper.

6 Students must put the 'word count' for their assignment on the front page of the
assignment. The word count is the number of words in the body of the assignment
report and does not include the title, executive summary, list of references or
appendices. To grade an assignment a marker does not need to read more words
than the word limit of the assignment.

7 A Residential School will be cancelled if insufficient numbers, [10 for
undergraduate/5 for postgraduate], are enrolled by the cut-off date for enrolling
in School. If a student's School is cancelled, they will be notified and they can then
contact the Course Leader to arrange an informal meeting at a mutually convenient
time.