

DEREE COLLEGE SYLLABUS FOR:		US CREDITS: 3/0/3							
HM 4242 SALES MANAGEMENT IN HEALTHCARE – LEVEL 6		UK CREDITS: 15							
(June 2015)									
PREREQUISITES:	HM 1001 Introduction the Healthcare Management HM 3115 Healthcare Marketing								
CATALOG DESCRIPTION:	Sales presentation and selling through negotiations. Psychology of communication and persuasion and principles of buyer motivation. Sales analysis, planning, and control. The role of the sales manager.								
RATIONALE:	This is a specialized course in healthcare management exploring the current sales management concepts and the planning of the sales function. The course will develop students' awareness of managerial, social and ethical issues related to sales in pharmaceutical, hospital, rehabilitation, long-term care, nursing homes, biomedical, medical and health tourism, and various allied health industries among others.								
LEARNING OUTCOMES:	As a result of completing the Internship, the student should be able to: 1. Demonstrate an understanding of professional, business-to-business (B2B) sales environment in the healthcare industry, including its planning, organizational structure, and evaluation. 2. Evaluate different aspects of the sales function, including the management of the sales force and the influence of the process in the profitability in the healthcare businesses. 3. Understand current theories of buyer behavior (business and consumer), as well as the principles of individualized communication and persuasion. 4. Develop and critically evaluate arguments and evidence including identifying assumptions and detecting false logic, as well as analyze and evaluate ethical choices, when creating sales arguments.								
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: ➤ Class lectures, class discussions and practical problems solved in class. ➤ In-class presentation. The assessment is aimed at encouraging students to engage with relevant theories, concepts and frameworks and to develop presentation and group work skills. ➤ Tutorials on presentation skills. ➤ Analysis and discussion of short cases and problems in class that focus on specific sales management issues related to the content of each chapter.. ➤ Short assignments and presentations on personal selling issues. ➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources ➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material, or case studies.								
ASSESSMENT:	<table><tr><td colspan="2">Summative:</td></tr><tr><td>Group presentation (duration of approx. 10'-15' per group)</td><td>30%</td></tr><tr><td>Written project - Individual, (3,000 – 3,500 words)</td><td>70%</td></tr></table>			Summative:		Group presentation (duration of approx. 10'-15' per group)	30%	Written project - Individual, (3,000 – 3,500 words)	70%
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	<p>Formative:</p> <table border="1"> <tr> <td>Coursework - Class discussion, assignments, "diagnostic" test</td><td>0%</td></tr> <tr> <td>Sales situation report and presentation - In-class, in groups of two</td><td>0%</td></tr> </table> <p>The formative course work and presentations aims to support students in the writing of the written project. The group presentation tests Learning Outcomes 1 and 3. The written project tests Learning Outcomes 1, 2, 3 and 4.</p>	Coursework - Class discussion, assignments, "diagnostic" test	0%	Sales situation report and presentation - In-class, in groups of two	0%
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Sales situation report and presentation - In-class, in groups of two	0%				
INDICATIVE READING:	<p>REQUIRED READING:</p> <ul style="list-style-type: none"> • Provines, C. D., (2014) <i>Healthcare Value Selling: Winning Strategies to Sell and Defend Value in the New Market</i>, Healthcare Value Institute. <p>RECOMMENDED READING:</p> <p>A. BOOKS</p> <ul style="list-style-type: none"> • Carter, K. B., Farmer, D., Siegel, C. (2014) <i>Actionable Intelligence: A Guide to Delivering Business Results with Big Data Fast!</i>, Wiley Kindle Edition. • Haimowitz, I. J., (2011) <i>Healthcare Relationship Marketing</i>, Gower. <p>B.ARTICLES</p> <ul style="list-style-type: none"> • Gonzalez, Gabriel R., Hoffman, K. Douglas, Ingram, Thomas N., LaForge, Raymond W., (2010) «Sales organization recovery management and relationship selling: a conceptual model and empirical test». <i>Journal of Personal Selling & Sales Management</i>, 30(3), p223-237. • Kohli, R., Devaraj, S., & Ow, T. T. (2012). «Does Information Technology Investment Influence a Firm's Market Value? A Case of Non-Publicly Traded Healthcare Firms». <i>MIS Quarterly</i>, 36(4), 1145-1163. • Nachtmann, H., Waller, M. A., & Rieske, D. W. (2010). «The Impact of Point-Of-Sale Data Inaccuracy and Inventory Record Data Errors». <i>Journal Of Business Logistics</i>, 31(1), 149-158. • Sharma, Dheeraj, Gassenheimer, Jule B., Alford, Bruce L. (2010) «Internet channel and cannibalization: An empirical assessment of sales agents' perspective». <i>Journal of Personal Selling & Sales Management</i>, 30(3), p209-221. • Valentine, S., Godkin, L., Fleischman, G., & Kidwell, R. (2011)."Corporate Ethical Values, Group Creativity, Job Satisfaction and Turnover Intention: The Impact of Work Context on Work Response". <i>Journal Of Business Ethics</i>, 98(3), 353-372. • Weeks, William A, Fournier, Christoph, (2010) « The impact of time congruity on salesperson's role stress: a person--job fit approach». <i>Journal of Personal Selling & Sales Management</i>, 30(1), p73-90. 				
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	N/A				
COMMUNICATION REQUIREMENTS:	Effective use of appropriate terminology in oral and written communication.				
SOFTWARE REQUIREMENTS:	Blackboard, MS Office, search engines				

WWW RESOURCES:	<p>Useful sources include:</p> <p>http://www.who.int/en/ http://www.fda.gov/ http://europa.eu/pol/health/index_en.htm http://ec.europa.eu/health/strategy/policy/index_en.htm</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. The question of value in healthcare 2. The new healthcare market 3. The need of planning in sales management for healthcare 4. Mapping the buyer process and the buying center 5. Anticipating buyer sourcing tactics 6. Navigating through buyer committees 7. Quantifying the value of the offering 8. Leveraging buyer behaviour 9. Managing the sales force 10. Recruiting, training, evaluating and rewarding the sales force 11. Sales forecasts and performance appraisal