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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Autonomous Educational Institution of Higher Education

"Moscow Polytechnic University"

(Moscow Poly)

APPROVE
Vice-President
for International Affairs
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"30" 05 2022

Dean,
Faculty of Economics and Management
_____ /A.V. Nazarenko/
"30" 05 2022

WORKING PROGRAM OF THE DISCIPLINE

"Sales and Customer Relationship Management"

Field of study
38.03.02 Management

Educational program (profile)
"Business Process Management"

Qualification (degree)
Bachelor

Form of study
Part-time

Moscow 2022

1. Introduction to the discipline.

The discipline "Sales and customer relationship management" is aimed at students receiving higher education, aimed at obtaining the competence necessary to perform a new type of professional activity in the field of effective functioning of the organization's sales management system as a whole and for its structural divisions, acquiring the qualification "Manager".

Course Objectives:

- to form knowledge in the field of technologies for assessing the economic and social conditions for doing business, identifying new opportunities and creating new business models.
- the formation of skills for coordinating business activities in order to ensure the consistency of the implementation of the business plan by all participants.

Course objectives:

- to form students' ability to analyze the relationship between the functional strategies of companies in order to prepare balanced management decisions.
- to form the ability to analyze organizational and economic problems in order to stimulate production and increase sales of products, improve the quality and competitiveness of manufactured goods and services, economical and efficient use of material, financial and labor resources.

2. The place of the discipline in the structure of the master's program

The discipline "Sales and customer relationship management" is one of the disciplines of the part formed by the participants of educational relations (B.1.2.12) of the bachelor's degree program.

The discipline "Sales and Customer Relationship Management" is interconnected logically and methodically with the following disciplines of the EP:

- "Business Process Management";
- "Fundamentals of financial literacy";
- "Entrepreneurship";
- "Strategic Management".

2. The list of planned learning outcomes for the discipline (module), correlated with the planned results of mastering the professional training program.

As a result of mastering the discipline (module), students develop the following competencies and the following learning outcomes should be achieved as a stage in the formation of the relevant competencies:

As a result of mastering the educational program, the student must have	List of planned learning outcomes by discipline
PC-3 -Capable of identifying stakeholders and engaging	**IPK-3.1.**Knows stakeholder theory; theory of interpersonal and group communication in business interaction; conflict theory; visual

with them	modeling languages; theory of risk management; systems theory; the subject area and the specifics of the organization's activities in an amount sufficient to solve the problems of business analysis; organization planning methods. **IPK-3.2.**Can use stakeholder identification techniques; plan, organize and conduct meetings and discussions with stakeholders; use effective communication techniques; identify, register, analyze and classify risks and develop a set of measures to minimize them; collect, classify, systematize and ensure the storage and updating of business analysis information; formalize the results of business analysis in accordance with the chosen approaches; determine relationships and dependencies between elements of business analysis information; apply information technology to the extent necessary for the purposes of business analysis; analyze internal (external) factors and conditions affecting the organization's activities; analyze the degree of stakeholder involvement; analyze the quality of business analysis information in terms of selected criteria; to analyze the subject area; perform functional decomposition of works; to model the scope and boundaries of work; present business intelligence information in a variety of ways and formats for discussion with stakeholders; explain the need for business analysis work. **IPK-3.3.**Owns methods of analyzing the context, organizational structure, business processes in order to identify stakeholders; collecting and registering information about stakeholders; organizing the storage of information about stakeholders and keeping it up to date; analysis and classification of stakeholders; developing stakeholder engagement and collaboration strategies; developing stakeholder engagement plans; preparing stakeholders for cooperation (clarification, training); stakeholder engagement and stakeholder monitoring; management of risks caused by interaction with stakeholders.

3. Structure and content of the discipline.

Sections of the discipline "Sales and customer relationship management" are studied in the 3rd year in the 6th semester.

Full-time education.
Sixth semester: The total labor intensity of the discipline is 108 hours, of which 54 hours. classroom lessons (lectures - 18 hours, practical classes - 36 hours), 54 hours. independent work. Form of control - offset;

Part-time form of education.
Sixth semester: The total labor intensity of the discipline is 108 hours, of which 36 hours. classroom lessons (lectures - 18 hours, practical classes - 18 hours), 72 hours. independent work. Form of control - offset;

The structure and content of the discipline "Sales and customer relationship management" by terms and types of work are reflected in Appendix 1

The content of the sections of the discipline.

Topic 1.Sales management. Definition, classification, subjects andsales items.
The concept of sales management. Sales categories. Subjects and objects of sales management: contact audiences, types, audiences, ways of working with them; distribution channels, types of distribution channels, ways of working with them; consumer markets: segmentation, ways of dividing consumer markets. Selection of consumer groups according to the VALS system. Identification of consumer groups according to the perception of innovation. Identification of consumer groups by focusing on needs. Sales funnel. Types of sales funnel. The main stages of the sales funnel.

Topic 2. Questioning as a tool for collecting primary data.
Methods of consumer market research. Ways to connect with the audience. Questionnaire survey - as a typical method of researching the consumer market. Pros and cons of a survey. Poll objects. Types of questionnaires. The main methods of conducting a questionnaire survey. Ways to improve the efficiency of questionnaire survey. The questionnaire is the main survey tool. Application of the questionnaire to obtain information about the consumer market. Ways to increase the return of the questionnaire.

Topic 3. CRM systems for managing sales and customer relationships.
Description of CRM-system. The concept, purpose and tasks of CRM. Choice of CRM-system. Choice preconditions.The main factors influencing the choice of a particular CRM system. SAAS-sysTopics. Standalone systems Budget CRM. The functionality of a CRM system in a medium (large) organization. The main blocks of the CRM system: communication, schedule, financial control, task scheduling, generation of documents and reports, automation of business processes - block assignment, block functionality, block structure, block correspondence with other components of the system. Schematic diagram of a CRM system.

Topic 4. Information sources for collecting primary information about the consumer market.
Typology of information sources in consumer market research. Primary information. secondary information. The main sources of secondary data are: Periodicals - business magazines and newspapers. Specialized internet marketing resources. Search engine data. Yellow pages server datahttp://yellowpages.rin.ru.Internet database,created for commercial purposes by consulting, publishing firms.Reference books on the firms. Statistical Yearbooks. Annual reports on the activities of firms. Communications of commercial and industrial chambers, unions of entrepreneurs.Advantages and disadvantages of secondary data. Advantages and disadvantages of primary data. Statistical register of Rosstat as a source of information for consumer market research.

Topic 5. Methods of collecting primary data in the study of the buyers' market: observation, interview, survey, document analysis, content analysis, focus group.
The process of collecting primary data.Sample of the studied persons. Random and non-random sampling. Nested sampling. Confidence sample. Primary data collection method: survey - definition, forms, advantages, disadvantages. Primary data collection method: observation - definition, forms, advantages and disadvantages. Primary data collection method: panel - definition, forms, advantages and disadvantages. Primary data collection method: experiment - definition, forms, advantages and disadvantages.

Topic 6. Building a questionnaire based on open and closed questions.
The main types of questionnaires. Requirements for the construction of the questionnaire. Questionnaire preparation algorithm. The structure of the questionnaire: introduction, introductory questions, questions on the content of the topic, the final part (passport). There are two types of questions in the questionnaire: closed questions, open questions. The main types of closed questions: alternative questions, questions with multiple answers, questions with a scale of significance, questions with a Likert scale, questions with a rating scale, semantic differential. The main types of open questions: unstructured questions, selection of word associations, completion of the story, thematic text for perception.

Topic 7. Building a consumer market research program.
Requirements for conducting consumer market research. Types of consumer market research: descriptive research, exploratory research, panel research, profile research, causal research. Five stages of conducting consumer market research. Stage 1.Definition of the problem, goals, development of research hypotheses. Stage 2. Development of a research plan, which includes: determination of the research method; determining the type of information required and methods for collecting the necessary data; development of data collection forms; choice of research objects.Stage 3.Data collection.Stage 4.Data analysis. Conclusions and practical proposals, preparation and presentation of the report.

Topic 8. Pricing. The procedure for calculating prices and decisions on setting the final price for the product.
The price of the product and its functions. Categories and types of prices. Price policy. Choosing a pricing policy for the organization. The main stages of pricing. Stage 1. Choosing a pricing goal. Stage 2. Determination of demand. Stage 3. Cost analysis. Stage 4. Analysis of competitors' prices. Stage 5. Choice of pricing methods. Stage 6. Setting the final price. Basic methods for calculating the price of goods. "Average costs plus profit" (cost method, list price method). Method of price calculation based on break-even analysis and ensuring target profit. Calculation of the price based on the “perceived value” of the product. Calculation of the price of the product for various organizations.

4. Independent work on the discipline "Sales and customer relationship management"

Topic	Number of hours (full-time)	Number of hours (part-time)	Interim assessment	final grade
Topic 1. Sales management. Definition, classification, subjects andsales items.	**four**	**2**	Questions for lecture 2	Test tasks 1-5
Topic 2. Questioning as a tool for collecting primary data.	**6**	**2**	Questions for lecture 3	Test tasks 6-9
Topic 3. CRM systems for managing sales and customer relationships..	**four**	**2**	Questions for lecture 4	Test tasks 14-20
Topic 4. Information sources for collecting primary information about the consumer market.	**four**	**four**	Practice 1	Test tasks 10-13
Topic 5. Methods of collecting primary data in the study of the buyers' market: observation, interview, survey, document analysis, content analysis, focus group.	**6**	**2**	Practice 2	Test tasks 21-30
Topic 6. Building a questionnaire based on open and closed questions.	**four**	**2**	Practice 3	Test tasks 6-9
Topic 7. Building a consumer market research program.	**four**	**2**	Practice 4	Test tasks 12-19
Topic 8. Pricing. The procedure for calculating prices and decisions on setting the final price for the product.	**four**	**2**	Practice 5	Test tasks 22-30
TOTAL:	**36**	**eighteen**		

5. Educational technologies

The methodology for teaching the discipline "Sales and Customer Relationship Management" and the implementation of a competency-based approach in the presentation and perception of the material provides for the use of the following active and interactive forms of distance learning in combination with extracurricular work in order to form and develop the professional skills of students:

- answering questions about the lectures;
- passing the final test.

6. Evaluation tools for current monitoring of progress, intermediate certification based on the results of mastering the discipline and educational and methodological support for students' independent work

Current control (carried out by the lecturer and teacher): the correctness of answers to questions on the topics covered; assessment of existing opinions and approaches to solving specific problems; essay preparation; intermediate testing in separate sections of the discipline.

When performing current control, it is possible to use test material. Samples of control questions and tasks for conducting current control are given in the appendix. When implementing the undergraduate program, the organization has the right to use e-learning and distance learning technologies. All materials are placed in the LMS of the Moscow Poly (https://online.mospolytech.ru/).

When teaching people with disabilities, e-learning and distance learning technologies should provide for the possibility of receiving and transmitting information in forms accessible to them.

6.1. Fund of assessment tools for conducting intermediate certification of students in the discipline (module).

6.1.1. List of competencies indicating the stages of their formation in the process of mastering the educational program

As a result of mastering the educational program, the student must have
PC-4: Able to prepare for implementation, monitor parameters and evaluate the success of changes in the organization.

In the process of mastering the educational program, these competencies, including their individual components, are formed in stages during the development of disciplines (modules), practices by students in accordance with the curriculum and calendar schedule of the educational process.

6.1.2. Description of indicators and criteria for assessing competencies formed on the basis of the results of mastering the discipline (module), description of assessment scales

An indicator of competency assessment at various stages of their formation is the achievement by students of the planned learning outcomes in the discipline (module).

PC-3 - Capable of identifying and engaging with stakeholders				
Index	**Evaluation criteria**			
	2	**3**	**four**	**5**
IPK-3.1. Knows stakeholder theory; theory of interpersonal and group communication in	The student demonstrates the complete absence or insufficient compliance of the following	The student demonstrates incomplete compliance with the following knowledge: theory	The student demonstrates partial compliance with the following knowledge: stakeholder theory;	The student demonstrates full compliance with the following knowledge: stakeholder theory;

business interaction; conflict theory; visual modeling languages; theory of risk management; systems theory; the subject area and the specifics of the organization's activities in an amount sufficient to solve the problems of business analysis; organization planning methods.	knowledge: stakeholder theory; theory of interpersonal and group communication in business interaction; conflict theory; visual modeling languages; theory of risk management; systems theory; the subject area and the specifics of the organization's activities in an amount sufficient to solve the problems of business analysis; organization planning methods.	of stakeholders; theory of interpersonal and group communication in business interaction; conflict theory; visual modeling languages; theory of risk management; systems theory; the subject area and the specifics of the organization's activities in an amount sufficient to solve the problems of business analysis; organization planning methods. Significant mistakes are made, lack of knowledge is manifested, for a number of indicators, the student experiences significant difficulties in operating knowledge when transferring it to new situations.	theory of interpersonal and group communication in business interaction; conflict theory; visual modeling languages; theory of risk management; systems theory; the subject area and the specifics of the organization's activities in an amount sufficient to solve the problems of business analysis; methods of planning the activities of the organization, but minor errors, inaccuracies, difficulties in analytical operations are allowed.	theory of interpersonal and group communication in business interaction; conflict theory; visual modeling languages; theory of risk management; systems theory; the subject area and the specifics of the organization's activities in an amount sufficient to solve the problems of business analysis; organization planning methods. Freely operates with acquired knowledge.
IPK-3.2. Can use stakeholder identification techniques; plan, organize and conduct meetings and discussions with stakeholders; use effective communication techniques; identify, register, analyze and classify risks and develop a set of measures to minimize them; collect, classify,	The student is unable or insufficiently able touse stakeholder identification techniques; plan, organize and conduct meetings and discussions with stakeholders; use effective communication techniques; identify, register, analyze and classify risks and develop a set of measures to	The student demonstrates incomplete compliance with the following skills:use stakeholder identification techniques; plan, organize and conduct meetings and discussions with stakeholders; use effective communication techniques; identify, register, analyze and	The student demonstrates partial compliance with the following skills:use stakeholder identification techniques; plan, organize and conduct meetings and discussions with stakeholders; use effective communication techniques; identify, register, analyze and classify risks and	The student demonstrates full compliance with the following skills:use stakeholder identification techniques; plan, organize and conduct meetings and discussions with stakeholders; use effective communication techniques; identify, register, analyze and classify risks and

systematize and ensure the storage and updating of business analysis information; formalize the results of business analysis in accordance with the chosen approaches; determine relationships and dependencies between elements of business analysis information; apply information technology to the extent necessary for the purposes of business analysis; analyze internal (external) factors and conditions affecting the organization's activities; analyze the degree of stakeholder involvement; analyze the quality of business analysis information in terms of selected criteria; to analyze the subject area; perform functional decomposition of works; to model the scope and boundaries of work; present business intelligence information in a variety of ways and formats for discussion with stakeholders; explain the need for business analysis work.	minimize them; collect, classify, systematize and ensure the storage and updating of business analysis information; formalize the results of business analysis in accordance with the chosen approaches; determine relationships and dependencies between elements of business analysis information; apply information technology to the extent necessary for the purposes of business analysis; analyze internal (external) factors and conditions affecting the organization's activities; analyze the degree of stakeholder involvement; analyze the quality of business analysis information in terms of selected criteria; to analyze the subject area; perform functional decomposition of works; to model the scope and boundaries of work; present business intelligence information in a variety of ways and formats for discussion with stakeholders; explain the need for business analysis work.	classify risks and develop a set of measures to minimize them; collect, classify, systematize and ensure the storage and updating of business analysis information; formalize the results of business analysis in accordance with the chosen approaches; determine relationships and dependencies between elements of business analysis information; apply information technology to the extent necessary for the purposes of business analysis; analyze internal (external) factors and conditions affecting the organization's activities; analyze the degree of stakeholder involvement; analyze the quality of business analysis information in terms of selected criteria; to analyze the subject area; perform functional decomposition of works; to model the scope and boundaries of work; present business intelligence information in a variety of ways and formats for discussion with stakeholders; explain the need for business analysis	develop a set of measures to minimize them; collect, classify, systematize and ensure the storage and updating of business analysis information; formalize the results of business analysis in accordance with the chosen approaches; determine relationships and dependencies between elements of business analysis information; apply information technology to the extent necessary for the purposes of business analysis; analyze internal (external) factors and conditions affecting the organization's activities; analyze the degree of stakeholder involvement; analyze the quality of business analysis information in terms of selected criteria; to analyze the subject area; perform functional decomposition of works; to model the scope and boundaries of work; present business intelligence information in a variety of ways and formats for discussion with stakeholders; explain the need for business analysis work.	develop a set of measures to minimize them; collect, classify, systematize and ensure the storage and updating of business analysis information; formalize the results of business analysis in accordance with the chosen approaches; determine relationships and dependencies between elements of business analysis information; apply information technology to the extent necessary for the purposes of business analysis; analyze internal (external) factors and conditions affecting the organization's activities; analyze the degree of stakeholder involvement; analyze the quality of business analysis information in terms of selected criteria; to analyze the subject area; perform functional decomposition of works; to model the scope and boundaries of work; present business intelligence information in a variety of ways and formats for discussion with stakeholders; explain the need for business analysis work.Freely

		work.		operates with acquired skills, applies them in situations of increased complexity.
IPK-3.3. Owns methods of analyzing the context, organizational structure, business processes in order to identify stakeholders; collecting and registering information about stakeholders; organizing the storage of information about stakeholders and keeping it up to date; analysis and classification of stakeholders; developing stakeholder engagement and collaboration strategies; developing stakeholder engagement plans; preparing stakeholders for cooperation (clarification, training); stakeholder engagement and stakeholder monitoring; management of risks caused by interaction with stakeholders.	The student does not know or does not know enoughmethods of analyzing the context, organizational structure, business processes in order to identify stakeholders; collecting and registering information about stakeholders; organizing the storage of information about stakeholders and keeping it up to date; analysis and classification of stakeholders; developing stakeholder engagement and collaboration strategies; developing stakeholder engagement plans; preparing stakeholders for cooperation (clarification, training); stakeholder engagement and stakeholder monitoring; management of risks caused by interaction with stakeholders.	The student owns methods of analyzing the context, organizational structure, business processes in order to identify stakeholders; collecting and registering information about stakeholders; organizing the storage of information about stakeholders and keeping it up to date; analysis and classification of stakeholders; developing stakeholder engagement and collaboration strategies; developing stakeholder engagement plans; preparing stakeholders for cooperation (clarification, training); stakeholder engagement and stakeholder monitoring; management of risks caused by interaction with stakeholders.	The student partially ownsmethods of analyzing the context, organizational structure, business processes in order to identify stakeholders; collecting and registering information about stakeholders; organizing the storage of information about stakeholders and keeping it up to date; analysis and classification of stakeholders; developing stakeholder engagement and collaboration strategies; developing stakeholder engagement plans; preparing stakeholders for cooperation (clarification, training); stakeholder engagement and stakeholder monitoring; management of risks caused by interaction with stakeholders.Skills are mastered, but minor mistakes, inaccuracies, difficulties in analytical operations,	The student is fully versedmethods of analyzing the context, organizational structure, business processes in order to identify stakeholders; collecting and registering information about stakeholders; organizing the storage of information about stakeholders and keeping it up to date; analysis and classification of stakeholders; developing stakeholder engagement and collaboration strategies; developing stakeholder engagement plans; preparing stakeholders for cooperation (clarification, training); stakeholder engagement and stakeholder monitoring; management of risks caused by interaction with stakeholders. Freely applies acquired skills in situations of increased complexity.

			transferring skills to new, non-standard situations are allowed.	

Scales for evaluating the results of the final certification and their description:
Form of final certification: test.

The final attestation of students in the form of a test is carried out based on the results of performing all types of educational work provided for by the curriculum for a given discipline (module), while taking into account the results of current monitoring of progress during the semester. The assessment of the degree of achievement by students of the planned learning outcomes in the discipline (module) is carried out by the teacher conducting classes in the discipline (module) by the method of expert assessment. Based on the results of the intermediate certification for the discipline (module), the grade "passed" or "failed" is given.

Only students who have completed all types of educational work provided for by the work program in the discipline "Sales and customer relationship management" are allowed to the final certification

Evaluation scale	***Description***
Passed	*All types of educational work provided for by the curriculum were completed. The student demonstrates the correspondence of knowledge, skills and abilities given in the tables of indicators, operates with the acquired knowledge, skills, skills, applies them in situations of increased complexity. In this case, minor errors, inaccuracies, difficulties in analytical operations, transferring knowledge and skills to new, non-standard situations can be made.*
Not credited	*One or more types of educational work provided for by the curriculum have not been completed. The student demonstrates incomplete correspondence of knowledge, skills and abilities given in the tables of indicators, significant errors are made, the lack of knowledge, skills and abilities is manifested in a number of indicators, the student experiences significant difficulties in operating knowledge and skills when transferring them to new situations.*

7. Educational, methodological and information support of the discipline

a) Basic literature:

1. Dashkov, L.P. Organization and management of commercial activities: textbook /

L.P. Dashkov, O.V. Pambukhchiyants. - 4th ed. – M.: Dashkov i K°, 2021. – 400 p.: ill., tab. – (Educational publications for bachelors). – Access mode: by subscription. – URL:https://biblioclub.ru/index.php?page=book&id=621857– ISBN 978-5-394-04467-0. – Text: electronic.
2. Magomedov Sh.Sh. Management of the product range and stocks - M .: Publishing and Trade Corporation "Dashkov and Co", 2019. - 176 p. – Access mode: URL:http://biblioclub.ru/index.php?page=book&id=496208- Bibliography. in book. – ISBN 978-5-394-02529-7. – Text: electronic.

b) Further reading:

1. Golova, A. G. Sales management: textbook / A. G. Golova. - 3rd ed., erased. – M.: Dashkov i K°, 2020. – 279 p. : illustrations, tables, schemes. – Access mode: by subscription. – URL:https://biblioclub.ru/index.php?page=book&id=621640- Bibliography. in book. – ISBN 978-5-394-03902-7. – Text: electronic.
2. Rubin, Yu. B. Managing your own business: textbook - 17th ed., add. - Moscow: Synergy University, 2021. - 1104 p.: ill. – (University series). – Access mode: by subscription. – URL:https://biblioclub.ru/index.php?page=book&id=602851- Bibliography. in book. – ISBN 978-5-4257-0504-4. – DOI 10.37791/978-5-4257-0504-4-2021-1-1104. – Text: electronic.

c) software:

Office applications, Microsoft Office 2013 (or lower) - Microsoft Open License. License No. 61984042

d) Internet resources:

1. http://www.gov.ruServer of state authorities of the Russian Federation.
2. http://www.mos.ruOfficial server of the Government of Moscow.
3. http://www.minfin.ruMinistry of Finance of the Russian Federation.
4. http://www.garant.ruGUARANTOR Legislation with comments.
5. http://www.gks.ruFederal State Statistics Service.
6. http://www.rg.ruRussian newspaper.
7. http://www.prime-tass.ruPRIME-TASS Economic Information Agency.
8. http://www.rbc.ruRBC (RosBusinessConsulting).
9. http://www.businesspress.ruBusiness press.
10. http://www.ereport.ruWorld economy.
11. http://uisrussia.msu.ruUniversity Information System of Russia.
12. http://www.forecast.ruCMASF (Center for Macroeconomic Analysis and Short-Term Forecasting).
13. http://www.cfin.ruCorporate management.
14. http://www.fin-izdat.ruPublishing House "Finance and Credit"
15. http://economist.com.ruThe Economist magazine.
16. http://www.vopreco.ruJournal "Economic Issues".
17. http://www.mevriz.ruJournal "Management in Russia and abroad"
18. http://systems-analysis.ru/Systems Analysis Laboratory
19. https://gtmarket.ru/concepts/7111System analysis

20. http://minpromtorg.gov.ru/Ministry of Industry and Trade of the Russian Federation.
21. http://www.rg.ruRussian newspaper.

eight. Logistics support of discipline.

Audiences for lectures and seminars of the general fund: study tables with benches, classroom board, portable multimedia complex (projector, projection screen, laptop). Teacher's workplace: table, chair.

9. Guidelines for independent work of students

Lecture - a systematic, consistent, monologue presentation by the teacher of educational material, as a rule, of a theoretical nature. When preparing a lecture, the teacher is guided by the working program of the discipline. In the course of lectures, it is recommended to keep a summary, which will later allow you to recall the studied educational material, to supplement the content during independent work with literature.

You should also pay attention to categories, formulations that reveal the content of certain phenomena and processes, scientific conclusions and practical recommendations, positive experience in oratory. It is advisable to leave fields in the working notes on which to make notes from the recommended literature, supplementing the material of the lecture heard, as well as emphasizing the particular importance of certain theoretical positions.

Lecture conclusions summarize the teacher's reflections on educational issues. The teacher provides a list of used and recommended sources for studying a particular topic. At the end of the lecture, students have the opportunity to ask questions to the teacher on the topic of the lecture. When lecturing on the discipline, electronic multimedia presentations can be used.

Guidelines for students when working at the seminar

Seminars are implemented in accordance with the working curriculum with consistent study of the topics of the discipline. In preparation for the seminars, the student is recommended to study the basic literature, get acquainted with additional literature, new publications in periodicals: magazines, newspapers, etc. In this case, the recommendations of the teacher and the requirements of the curriculum should be taken into account. It is also recommended to refine your lecture notes by making appropriate entries in it from the literature recommended by the teacher and provided by the curriculum. Abstracts should be prepared for presentations on all educational issues submitted to the seminar.

Since the student's activity in seminars is the subject of monitoring his progress in mastering the course, preparation for seminars requires a responsible attitude. In interactive classes, students should be active.

Guidelines for students on the organization of independent work

Independent work of students is aimed at independent study of a separate topic of the academic discipline. Independent work is mandatory for each student, its volume is determined by the curriculum. During independent work, the student interacts with the

recommended materials with the participation of the teacher in the form of consultations. The electronic library system (electronic library) of the university provides the possibility of individual access for each student from any point where there is access to the Internet.

If there are students from among persons with disabilities, they will be provided with printed and (or) electronic educational resources in forms adapted to their disabilities.

10.Methodological recommendations for the teacher (Guidelines for making presentations)

A presentation (from the English word - presentation) is a set of color slide pictures on a specific topic, which is stored in a special format file with the PP extension. The term "presentation" (sometimes called "slide film") is associated primarily with the information and advertising functions of pictures that are designed for a certain category of viewers (users).

Multimedia computer presentation is:

- dynamic synthesis of text, image, sound;
- interactive contact of the speaker with the demonstration material;
- mobility and compactness of information carriers and equipment;
- ability to update, supplement and adapt information;

Rules for the design of computer presentations

General Design Rules

Many designers argue that there are no laws and rules in design. There are tips, tricks, tips. Design, like any kind of creativity, art, like any way of some people to communicate with others, like language, like thought, will bypass any rules and laws.

However, there are certain recommendations that should be followed, at least for novice designers, until they feel the strength and confidence to create their own rules and recommendations.

Font design rules:

- Serif fonts are easier to read than sans-serif fonts;
- Capital letters are not recommended for body text.
- Font contrast can be created through: font size, font weight, style, shape, direction, and color.
- Rules for choosing colors.
- The color scheme should consist of no more than two or three colors.
- There are incompatible color combinations.
- Black color has a negative (gloomy) connotation.
- White text on a black background is hard to read (inversion is hard to read).

Presentation design guidelines

In order for the presentation to be well perceived by the audience and not cause negative emotions (subconscious or completely conscious), it is necessary to follow the rules for its design.

The presentation involves a combination of information of various types: text, graphics, musical and sound effects, animation and video clips. Therefore, it is

necessary to take into account the specifics of combining fragments of information of various types. In addition, the design and demonstration of each of the listed types of information is also subject to certain rules. So, for example, for textual information, the choice of font is important, for graphic information - brightness and color saturation, for their best joint perception, optimal relative position on the slide is necessary.

Consider recommendations for the design and presentation of various types of materials on the screen.

Formatting text information:

- font size: 24–54 pt (headline), 18–36 pt;
- font color and background color should contrast (the text should be well read), but not hurt the eyes;
- font type: smooth sans-serif for body text (Arial, Tahoma, Verdana),
- italics, underlining, bold, capital letters are recommended to be used only for semantic highlighting of a text fragment.

Formatting graphic information:

- drawings, photographs, diagrams are designed to supplement textual information or convey it in a more visual form;
- it is desirable to avoid drawings in the presentation that do not carry a semantic load if they are not part of the style design;
- the color of graphic images should not contrast sharply with the overall style of the slide;
- illustrations are recommended to be accompanied by explanatory text;
- if a graphic image is used as a background, then the text on this background should be well readable.

The content and location of information blocks on the slide:

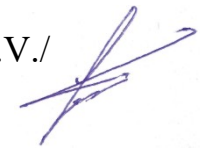
- there should not be too many information blocks (3-6);
- the recommended size of one information block is no more than 1/2 of the slide size;
- it is desirable to have on the page blocks with different types of information (text, graphs, diagrams, tables, figures) that complement each other;
- keywords in the information block must be highlighted;
- information blocks should be placed horizontally, blocks related in meaning - from left to right;
- the most important information should be placed in the center of the slide;
- the logic of presenting information on slides and in the presentation should correspond to the logic of its presentation.

In addition to the correct arrangement of text blocks, one must not forget about their content - the text. In no case should it contain spelling errors. You should also take into account the general rules for formatting the text.

After creating a presentation and its design, you need to rehearse its presentation and your performance, check how the presentation will look like as a whole (on a computer screen or projection screen), how quickly and adequately it is perceived from different audience locations, under different lighting conditions, noise accompaniment, in an environment as close as possible to the real conditions of the performance.

Working nThe program was compiled on the basis of the Federal State Educational Standard of Higher Education in the direction of training 38.03.02 - "Management", approved by order of the Ministry of Education and Science of the Russian Federation No. 970 dated August 12, 2020 (Registered with the Ministry of Justice of Russia on August 25, 2020 N 59449).

The program was made by:
Candidate of Economics, Assoc. Department of "Management" /Bolotnikov S.V./



The program was approved at a meeting of the department "Management"
August 29, 2022, protocol No. 1

Head of the Department "Management"
k. e. Sc., Associate Professor / Alenina E.E. /



Attachment 1
to work program

The structure and content of the discipline "Sales and customer relationship management" in the direction of training 38.03.02 - "Management".
educational program "Business Process Management" (bachelor's degree)
Form of education: part-time.

No.	Third course	Types of educational work, including independent work of students and labor intensity in hours					Types of independent work of students					Forms of attestation	
		L	F/N	Lab	SRS	DAC	K.R.	K.P.	R	DC	K/r	E	Z
one	**Topic 1.Sales management. Definition, classification, subjects andsales items.**	2	2		eigh t								+
2	**Topic 2. Questioning as a tool for collecting primary data.**	2	2		ten								+
3	**Topic 3. CRM systems for managing sales and customer relationships..**	2	2		eigh t								+
four	**Topic 4. Information sources for collecting primary information about the consumer market.**	2	2		ten								+
5	**Topic 5. Methods of collecting primary data in the study of the buyers' market: observation, interview, survey, document analysis, content analysis, focus**	2	2		eigh t								+

	group.												
6	**Topic 6. Building a questionnaire based on open and closed questions.**	2	2		ten								+
7	**Topic 7. Building a consumer market research program.**	four	four		eigh t								+
eigh t	**Topic 8. Pricing. The procedure for calculating prices and decisions on setting the final price for the product.**	2	2		ten								+
	Appraisal Form												Z
	TOTAL:	eight een	eigh teen		72							E	Z

Annex 2

to work program

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF HIGHER EDUCATION

"MOSCOW POLYTECHNIC UNIVERSITY"

(MOSCOW POLYTECH)

Direction of preparation:
03/38/02 - "Management"

Educational program:
"Business Process Management"

Form of study: full-time, part-time

Types of professional activity:
organizational and managerial activity
information and analytical activities,

Department: "Management"

VALUATION FUND

BY DISCIPLINE

Sales and customer relationship management

Composition: 1. Passport of the fund of appraisal funds

2. Description of evaluation tools:

topics of reports, questions for the exam, test tasks.

Compiled by:

Candidate of Economics, Associate Professor Bolotnikov S.V.

Moscow, 2022

INDICATOR OF THE LEVEL OF FORMATION OF COMPETENCES

Sales and customer relationship management					
GEF VO 38.03.02 "Management" **EP "Business Process Management"**					
In the process of mastering this discipline, the student forms and demonstrates the following **competencies**:					
COMPETENCES		**List of components**	**Competence formation technology**	**Assessment Tool Form****	**Degrees of levels of development of competencies**
INDEX	**FORMULATION**				
PC-3	Capable of identifying stakeholders and engaging with them	**IPK-3.1.**Knows stakeholder theory; theory of interpersonal and group communication in business interaction; conflict theory; visual modeling languages; theory of risk management; systems theory; the subject area and the specifics of the organization's activities in an amount sufficient to solve the problems of business analysis; organization planning methods.	lecture, seminars	DS, T, Z	**A basic level of:** sales management technologies; sales methods; sales channel and sales audience. **Advanced level:**has the skills to develop a business plan for sales of the organization.

		IPK-3.2. Can use stakeholder identification techniques; plan, organize and conduct meetings and discussions with stakeholders; use effective communication techniques; identify, register, analyze and classify risks and develop a set of measures to minimize them; collect, classify, systematize and ensure the storage and updating of business analysis information; formalize the results of business analysis in accordance with the chosen approaches; determine relationships and dependencies between elements of business analysis information; apply information technology to the extent necessary for the purposes of business analysis; analyze internal (external) factors and conditions affecting the organization's activities; analyze the degree of stakeholder involvement; analyze the quality of business analysis information in terms of selected criteria; to analyze the subject area; perform functional decomposition of works; to model the scope and boundaries of work; present business intelligence information in a variety of ways and formats for discussion with stakeholders; explain the need for business analysis work. **IPK-3.3.**Owns methods of analyzing the context, organizational structure, business processes in order to identify stakeholders; collecting and registering information about stakeholders; organizing the storage of information about stakeholders and keeping it up to date; analysis and classification of stakeholders; developing stakeholder engagement and collaboration strategies; developing stakeholder engagement plans; preparing stakeholders for cooperation (clarification, training); stakeholder engagement and stakeholder monitoring; management of risks caused by interaction with stakeholders.			

**- For abbreviations of the forms of assessment tools, see Annex 3 to the SPM.

Appendix 3
to work program

List of assessment tools by discipline "Sales and Customer Relationship Management"

OS number	Name of the evaluation tool	Brief description of the evaluation tool	Presentation of the evaluation tool in the FOS
one	Report, message (DS)	The product of the student's independent work, which is a public performance on the presentation of the results of solving a specific educational, practical, educational, research or scientific topic	Topics of reports, messages
2	offset (Z)	The final form of knowledge assessment. In higher education institutions are held during examination sessions.	Control questions for the test
four	Test (T)	A system of standardized tasks that allows automate the procedure for measuring the level of knowledge and skills of the student.	Fund of test tasks

Questions to prepare for the test by discipline "Sales and Customer Relationship Management"

formation of competence PC-3

one. Definition of "Sales Management".
2. The main functions of a sales manager in an organization.
3. The main categories of sales in the organization.
four. The main difference between B2B and B2C sales types.
5. The concept of direct sales, indirect sales. The subjects of indirect sales in the organization.
6. Contact audiences as an object of sales. Types of contact audiences.
7. Sales funnel. Sales funnel principles. conversion rate.
eight. The purpose of the CRM system for the organization. Why the organization is forced to form a sales management system in its structure.
9. Brief functionality of modern CRM systems. The main types of CRM-systems.
ten. Factors that an organization should consider when choosing a management information system with CRM functionality.
eleven. The difference between saas and standalone CRM solutions.
12. The main information that is stored in the buyer's card (block of the CRM system "Communication with the buyer").
13. Requirements for the formation of a calendar plan in a CRM system.
fourteen. Using the "Document Generation" block to speed up and partially automate routine tasks.

fifteen. The external environment of the firm: essence, value. Environmental factors.
16. Internal environment: essence, value. Factors of the internal environment. Key success factors (KSF).
17. Market conditions: value, factors and indicators.
eighteen. Market volume. Market Capacity Calculation Methods
19. Marketing solutions for sales promotion.
twenty. Methods of studying consumers. ABC - consumer analysis.
21. Advertising, its essence and main types. Advertising effectiveness.
22. Study of competitors: purpose and objectives, methods, forms.
23. FOSTIS system: essence, tasks, fixed assets.
24. Methodical and information support of market research.
25. Market segmentation. "Market window" and "market niche".
26. Marketing activity at the stage of "growth" of the life cycle.
27. The main methods of collecting information: survey, observation, experiment, panel study.
28. Promotion of products to the market (communication policy). Means of the product promotion complex: essence, types and purpose.
29. Target market. Factors influencing the choice of target markets.
thirty. Distribution systems according to the degree and method of controlling the operation of the distribution channel (simple, vertical, horizontal, multi-channel).
31. SWOT analysis.
32. Organization of goods circulation in distribution channels.
33. The competitiveness of the firm: the essence and methods of evaluation.
34. Pricing policy for the market of new goods.
35. Wholesale and retail trade (types of resellers).
36. Product differentiation in the market. Types of product differentiation.
37. The concept of the product life cycle.
38. Price and pricing policy of the company. Marketing orientations in establishing base prices.
39. Internal environment: essence, value. Factors of the internal environment. Key success factors (KSF).
40. Product and product policy. Classification of goods and services. Three-level analysis of the goods.
41. Competitiveness of goods: the essence and methods of evaluation.
42. The main aspects of commodity policy.
43. Internal environment: essence, value. Factors of the internal environment. Key success factors (KSF).
44. Product and product policy. Classification of goods and services. Three-level analysis of the goods.
45. Methodology BCG (Boston Consulting Group).
46. Price and pricing policy of the company. Marketing orientations in establishing base prices.
47. Methods for calculating product prices: "cost + profit".
48. Product differentiation in the market. Types of product differentiation.

49. Distribution policy (sales policy). Distribution channels, length and width of the distribution channel.
fifty. Types of distribution channels (direct and indirect). Criteria for choosing a distribution channel.

Topics of reports by discipline "Sales and Customer Relationship Management" (formation of competence PC-3)

Topic 1. Main tools and methods of market research and analysis.
Topic 2. Market research and analysis program and methods of its formation.
Topic 3. Information sources for collecting primary information about the consumer market.
Topic 4. Methods of collecting primary data in the study of the buyers' market: observation, interview, survey, document analysis, content analysis, focus group.
Topic 5. Building a questionnaire based on open and closed questions.
Topic 6. Consumer market segmentation methods: socio-economic, psychographic, behavioral segmentation.
Topic 7. Calculation of market capacity indicators: TAM, SAM, SOM.
Topic 8. Competitive market analysis: building a competitiveness polygon.
Topic 9. Competitive market analysis: analysis of Porter's 5 forces.
Topic 10. Analysis of market conditions: PEST-analysis of the territorial market.
Topic 11. Multi-criteria assessment of the quality and competitiveness of the organization's product.
Topic 12. Positioning of the organization's product on the Lambin matrix "Cost-profit".
Topic 13. Analysis of the organization's market potential: BCG matrix, McKinsey-GE matrices.
Topic 14. Product design based on market analysis.
Topic 15. Designing and programming the output of the finished product to the market in the future (creating a product business plan).

Report Evaluation Criteria

No.	Criterion	Grade			
		ex.	choir.	satisfactory	unsatisfactory

one	Report Structure	The report contains semantic parts, balanced in volume	The report contains three semantic parts, unbalanced in volume	One of the semantic parts of the report is missing	The report does not trace the presence of semantic parts
2	Content of the report	The content reflects the essence of the problem under consideration and the main results obtained.	The content does not fully reflect the essence of the problem under consideration or the main results obtained.	The content does not fully reflect the essence of the problem under consideration and the main results obtained.	The content does not reflect the essence of the problem under consideration or the main results obtained.
3	Ownership of the material	The student fully owns the material presented, is oriented in the problem, freely answers questions	The student owns the material presented, is oriented in the problem, finds it difficult to answer some questions	The student is not fluent enough in the material presented, poorly oriented in the problem	The student does not own the material presented, poorly oriented in the problem
four	Relevance to the topic	The presented material is fully consistent with the stated topic.	The material presented contains elements that are not relevant to the topic.	The material presented contains a large number of elements that are not related to the topic.	The material presented is slightly relevant to the topic.

Test tasks by discipline "Sales and Customer Relationship Management" formation of competence PC-3

1. The typical job of a sales manager is:
   A) customer search.
   B) product presentation.
   B) control and enforcement of the sale transaction.
   D) attracting a client to the company.

2. Wholesalers operate mainly in the market.
   A) customer market
   B) the enterprise market;
   C) reseller market - organizations that purchase goods for their subsequent resale;

3. The data that marketers extract from their enterprise records refers to
   A) primary information
   B) external information
   B) secondary external
   D) secondary internal information.

4. You work for a retailer supplying food products to supermarkets in Moscow. You need to estimate the number of firms engaged in such business in Moscow, the range of their supplies.
   For this, it is better to use sources:
   A) statistical yearbooks of Rosstat;
   B) reference books on firms;
   C) dialogue databases;
   D) specialized press devoted to the problems of the industry.

5. Method of obtaining information directly from respondents:
   A) observation
   B) document analysis;
   Question;
   D) experiment;

6. The source of primary information in the survey is:
   A) the patient
   B) recipient;
   B) an opponent
   D) respondent.

7. The type of questionnaire questions designed to test the logical consistency and sincerity of respondents' answers:
   A) control;
   B) introductory;
   B) basic;
   D) filters.

8. Questions asked to select competent respondents. are called:
   A) contact
   B) control;
   B) filters;
   D) preliminary.

9. A questionnaire question containing all possible answers to it is called:
   A) closed
   B) open;
   B) semi-closed;
   D) interval.

10. Your firm manufactures industrial goods. Spare parts for car assembly plants. Name the target group of your consumers:
   A) Families or households;
   B) Intermediaries;
   C) Suppliers (representatives of firms);

G)Officials.

11. You are in the business of supplying frozen ready meals (a form of fast food that does not require cooking). With some probability, your target consumer group will be:
    A) Families or households;
    B) Individual consumers (first of all);
    B) Intermediaries;
    C) Suppliers (representatives of firms);
    G)Officials.

12. A person flies to another country in order to purchase a unique product that has just appeared and is not sold on the local market. From the point of view of the speed of reaction to a product novelty, it can be classified as a consumer:
    BUT)"Innovators";
    B) "Adepts";
    AT)"Progressives";
    D) "skeptics";
    D) conservatives.

13. The contact audience for the manufacturer are:
    A) suppliers
    B) clientele;
    B) mass media;
    D) competitors.

14. What are the benefits of maintaining a customer database in a CRM system for a sales manager:
    A) Information loss guarantee;
    B) Saving time;
    C) The ability to stand out in front of the management in a favorable light;
    D) Keeping a customer better.

15. Describe the purpose of a typical CRM system:
    BUT)A system that allows you to automate the process of shipment of goods from the warehouse;
    B) A system designed for accounting at the enterprise;
    AT)A system designed to send electronic messages to customers;
    G)Customer relationship management system, in particular to increase sales, optimize marketing and improve customer service.

16. A system that stores data on the movement of sales on remote servers, if necessary, downloading the necessary information to a client device, belongs to the category:
    A) SAAS system.
    B) Standalone-system;

B) centralized system;
D) Multi-server system.

17. The module "Communication with the consumer" within the framework of the CRM system allows you to:
    A) draw up a calendar plan for the sale of services to the consumer;
    B) take into account and calculate the cost of the service;
    C) the head of the organization to control the sales process;
    D) Send organizational and administrative documents.

18. When communicating with the client, it became necessary to reschedule the meeting with the manager for another day. Which block of the system will be involved?
    A) Communication with the consumer;
    B) Automation of business processes;
    C) Formation of documents;
    D) Calendar plan of work.

19. Check the blocks of the CRM system that facilitate the conclusion of a transaction with a client.
    A) task planning;
    B) automation of business processes;
    C) formation of documents;
    D) work plan.

20. What is the need for the block "automation of business processes" in the CRM system?
    A) allows you to quickly calculate the cost of the service;
    B) allows you to automatically generate the desired document;
    C) allows you to create typical scenarios for routine sales activities and automatically launch them;
    D) allows you to store and accumulate in the database information about the movement of the organization's finances.

21. Market segmentation is:
    A) division of the market territory into separate segments;
    B) the strategy of selective market penetration;
    C) structuring consumers interested in certain goods or services;
    D) the breakdown of the market into clear groups of consumers, each of which may require separate products or marketing mixes.

22. When calculating the price of a product based on cost methods, marketers primarily rely on ...

A) The level of market prices in the region
B) Prices of the nearest competitors
C) the costs a firm incurs in producing a product
D) The level of consumer demand

23. Market based pricing methods include...
A) aggregate method
B) analysis of the peak of losses and profits
C) specific indicators
D) "cost plus profit"

24. The list price method is based on:
A) analysis of price lists for competing products;
B) determining the amount of costs;
C) determining the amount of costs and planned profit;
D) the principle of consistency of prices for goods that are in a single list.

25. When a customer evaluates a proposed product, the following factor is critical:
A) price;
B) costs;
B) value for money;
C) benefit-cost ratio.

26. The threshold of profitability for the company's products means:
A) a situation where variable costs exceed fixed costs;
B) the situation when marginal profit is maximum;
B) when zero profit is received.
D) there is a loss and there is a possibility of bankruptcy.

27. In the company's product range, 70% of sales are provided by the $50 model 10 and 20% by the $19 and $120 models. Determine which price range the star product belongs to?
A) low
B) average;
B) high.

28. What is the distribution channel?
A) the method of distribution of advertising;
B) the totality of the organization or persons belonging to the manufacturer;
B) by mail
D) all answers are correct;
D) There is no correct answer.

29. Distribution channel breadth mean?

A) the number of intermediaries at one level of the distribution channel;
B) the number of product groups sold;
C) the number of distribution channel levels;
D) There is no correct answer.

30. Incentives for resellers are not used by means such as…
A) holiday coupons;
B) Provision of equipment;
B) soft loans;
D) Bonus discounts.

Test Evaluation Criteria

Score in points	% completed	Assessment according to the traditional system
12-15	90-100	Excellent
8-11	75-89	Good
5-7	50-74	Satisfactorily
0-4	0-49	unsatisfactory