

COURSE TITLE	INTERNATIONAL SALES MANAGEMENT
COURSE CODE	04GB0501
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Analyze advanced theories and models of international sales, assess global trade policies, and design effective market entry strategies like strategic alliances, co-branding, and joint ventures.
- 2 Apply data-driven decision-making, advanced market research tools, and pricing strategies while demonstrating cultural intelligence and managing strategic global accounts.
- 3 Implement digital transformation through CRM, automation tools, and e-commerce, ensuring compliance with international trade procedures while managing currency fluctuations and global crises
- 4 Leverage emerging technologies like AI, big data, digital twins, and predictive analytics to design ethical and sustainable sales strategies, presenting data-driven insights for global market expansion.
- 5 Navigate and optimize sales operations through digital tools, ensure compliance and risk management in cross-border transactions, and leverage advanced technologies and data analytics for strategic decision-making and future trend adaptation.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Strategic Foundations & Global Market Entry Advanced Theories and Models of International Sales, Global Trade Policies, Regulatory Impact & Economic Disruptions, Hybrid Market Entry, Cultural Sensitivity in Consumer Behavior and Decision-Making, Adaptive Sales Approaches for Diverse International Markets	15
2	Advanced Sales Planning, Pricing & Negotiation Advanced Market Research Tools for International Expansion, Data-Driven Sales Decision-Making, Managing Price Sensitivity in Diverse Markets, Cultural Intelligence (CQ) in Sales Negotiation, Strategic Account Management for Global Clients	15

Contents : Unit	Topics	Contact Hours
3	Sales Operations, Compliance & Risk Management Digital Transformation, Customs Procedures, Export Licensing & Payment Terms, Cybersecurity and Data Privacy in Cross-Border Sales, Managing Currency Fluctuations & Financial Exposure, Crisis Management	15
4	Future Trends, Sustainability & Capstone Project Digital Twins and Augmented Reality for Product Demonstrations, Advanced Market Intelligence & Predictive Analytics Tools, ESG (Environmental, Social, Governance) Compliance in Sales, AI, Big Data & Quantum Computing in Sales Analytics, Presentation & Defense of Strategy with Data-Driven Insights	15
Total Hours		60

Textbook :

- 1 International Marketing and Sales Management, U.C. Mathur, Sage Publications India, 2022
- 2 Global Sales and Distribution Management, S.L. Gupta & R. Rathore, Excel Books, 2021

References:

- 1 International Sales Management: A Strategic Approach, International Sales Management: A Strategic Approach, Johannes Habel & Sascha Alavi, Routledge, 2020
- 2 Global Sales and Marketing: For the Business Professional, Global Sales and Marketing: For the Business Professional, John Weber, Kogan Page, 2023

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 PPT, Board work, Case study.