

# SALES

## Program Overview

The Sales Minor is complementary to a wide range of majors in that it prepares students to effectively and persuasively represent an organization's interests in negotiation and exchange situations. The employment outlook for sales positions is positive in a variety of industries such as manufacturing, wholesale, insurance, real estate, and financial services. The core of the minor establishes a solid base of concepts and skills in sales and negotiation while elective courses allow students to focus on complementary knowledge areas and/or industries.

This minor is available to both business and non-business majors.

## Degree Offered

- Minor in Sales
- Minor in Sales with SAP Student Recognition Award Certificate

## Contact

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**Program Website:** Sales Minor (<http://www.rider.edu/academics/colleges-schools/college-business-administration/undergraduate-programs/business-administration/sales-minor/>)

**Associated Department:** Department of Marketing (<https://www.rider.edu/academics/colleges-schools/norm-brodsky-college-business/undergraduate-programs/marketing/>)

## Related Programs

- Business Administration (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/business-administration/>)
- Economics (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/economics/>)
- Finance (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/finance/>)
- Marketing (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/marketing/>)
- Global Supply Chain Management (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/global-supply-chain-management/>)
- Information Systems (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/information-systems/>)

## Sales Program Requirements

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### Sales Minor with SAP Student Award Certificate (p. 1)

## Sales Minor

(18 credits)

Code	Title	Credits
<b>Required Courses:</b>		
MKT 340	Personal Selling	3
MKT 440	Sales Management	3
MGT 346	Negotiation	3
<b>Elective Courses:</b>		
Select three of the following:		9
BUS 210	Intro to Law: Contracts	
CIS 315	Integrated Business with SAP	
CIS 360	Data Mining	
CIS 390	Project Management	
CIS 430	Enterprise Integration	
FIN 200	Managing Your Money	
or FIN 305	Personal Financial Planning	
MGT 363	Management Skills	
MKT 260	Service Marketing	
MKT 310	Business to Business Marketing	
MKT 320	Consumer Behavior	
Total Credits		18

## Sales Minor with SAP Student Award Certificate

(18 credits)

To earn this certificate, students must select three of the following courses in addition to completing the three required courses for the Sales Minor above for a total of 18 credits.

Code	Title	Credits
<b>SAP Award Certificate Electives:</b>		9
CIS 315	Integrated Business with SAP	3
CIS 360	Data Mining	3
CIS 430	Enterprise Integration	3
GSC 385	Management Information Systems for Global Supply Chain Management	3

The sales minor is open to all students at the University. For students pursuing a major in the Norm Brodsky College of Business Continuing Education Program, no more than two courses in the minor can be doubled as satisfying either core or major requirements.

### BUS 210 Intro to Law: Contracts 3 Credits

An introduction to the origin of current law, with emphasis on the development of business law, students are exposed to legal terminology and acquainted with the system of application of rules of law to actual situations. The laws of contracts, particularly common-law developments, are considered in great detail.

**CIS 315 Integrated Business with SAP 3 Credits**

This course provides an introduction to enterprise resource planning (ERP) systems and addresses how integrated information systems improve business operations. Students will learn about functional business areas and business processes, and understand the problems inherent in un-integrated enterprise information systems. Using SAP software and case studies, students will learn how ERP systems are being used to facilitate integrated, real-time management decision making.

**Prerequisite(s):** CIS 185 and ACC 210.

**CIS 360 Data Mining 3 Credits**

This course deals with modern technologies for data analysis. Hands-on exercises for data retrieval, data visualization and predictive analytics will be carried out using up-to-date methodologies and software tools. The full data mining life cycle will be covered from recognizing business problems and opportunities amenable to data mining analysis through deploying and monitoring solutions.

**Prerequisite(s):** CIS 185 with a minimum grade of D .

**CIS 390 Project Management 3 Credits**

This course introduces students to general project management, the process of organizing resources to achieve business goals. Topics include the identification, approval, analysis, and general management of complex business projects. Project management tools, reports, techniques, and approaches will be covered.

**Prerequisite(s):** CIS 185.

**CIS 430 Enterprise Integration 3 Credits**

The major focus of this course includes the forces driving enterprise integration as well as the management decisions associated with the design and implementation of enterprise systems. Students will use SAP ERP extensively to configure, build, test, and implement an enterprise system for a real business environment from the ground up.

**Prerequisite(s):** CIS 315.

**FIN 200 Managing Your Money 3 Credits**

An introduction to the analysis of a wide range of financial decisions which individuals encounter over their careers and lifetime. Topics include financial goals, tax planning, home ownership versus renting, consumer credit, money management and investments, and managing risk with insurance. This course is open to all Rider students, and it counts as a free elective or a business elective. It cannot be used as finance elective.

**FIN 305 Personal Financial Planning 3 Credits**

This course focuses on practical issues and problems involving personal financial budgeting, use of credit, selection of banking services, insurance needs, real estate, investments, tax planning, and retirement planning. An important objective of the course is to provide the student with the tools that are utilized in making personal financial decisions and how to apply those tools for a variety of financial needs.

**Prerequisite(s):** FIN 220.

**GSC 385 Management Information Systems for Global Supply Chain Management 3 Credits**

The purpose of this junior level management information systems course is to prepare students for today's dynamic business environment by increasing their understanding of IT-enabled global information processing and management. This course has a specific emphasis on the impact and effective utilization of information systems and technology for the global supply chain. Students will gain a solid understanding of the value of business process integration through a combination of conceptual learning, business process analysis, and collaborative decision-making. This will be facilitated through hands-on experience with SAP ERP and analytical software as well as Microsoft Excel. GSC 385 is required for the Global Supply Chain Management major and can fulfill the CIS 385 requirement for all business majors. Please note: Students will not receive credit for both GSC 385 and CIS 385 without prior approval by the Dean's office.

**Prerequisite(s):** CIS 185 and junior standing.

**MGT 363 Management Skills 3 Credits**

The focus of this course is on specific skills necessary for success in a management role. These skills include leading, communicating effectively, delegating, conflict and time management and motivating others. Students will have opportunities to practice skills and to apply their knowledge to business cases.

**Prerequisite(s):** MGT 201 or permission of instructor.

**MKT 260 Service Marketing 3 Credits**

Focuses on the unique challenges of managing services and delivering quality service to customers. Emphasis is placed on the total organization, and how effective marketing and customer focus must be coordinated across multiple functions. The course is applicable to service organizations and to organizations that depend on service excellence for competitive advantage. Topics include customer-focused management, and customer satisfaction, retention, lifetime value and profitability. Students will learn to map services, understand customer expectations, and develop relationship marketing strategies.

**Prerequisite(s):** MKT 200.

**MKT 310 Business to Business Marketing 3 Credits**

This course examines the business-to-business marketplace, and the planning and control tools used by its entities in managing the product, pricing, promotion, channel and supply chain management strategies.

**Prerequisite(s):** MKT 200; junior & senior standing.

**MKT 320 Consumer Behavior 3 Credits**

The nature and determinants of consumer behavior are studied, with attention given to the influence of socio-psychological factors such as personality, small groups, demographic variables, social class, and culture on the formation of consumer attitudes, consumption patterns, and purchasing behavior.

**Prerequisite(s):** MKT 200.

**MKT 340 Personal Selling 3 Credits**

Examines persuasive techniques utilized in sales presentations conducted on a person-to-person basis. Major course emphasis is on developing effective selling techniques; understanding the company, its products and the role of the salesperson in implementing product/market strategies; understanding the customers and the selling environment; application of effective sales presentation techniques; recognizing selling opportunities and careers.

**Prerequisite(s):** MKT 200; 30 credits completed.

**MKT 440 Sales Management 3 Credits**

By means of lectures, discussions, and case studies, the field of marketing management is analyzed from the viewpoint of sales executives. The responsibilities for planning and administering personal selling operations are emphasized. Considerable attention is given to other activities for which sales executives may be wholly or jointly responsible, such as decision making on promotion and brand management.

**Prerequisite(s):** MKT 200 and senior standing.

**MGT 346 Negotiation 3 Credits**

The purpose of this course is first, to explore the major concepts and theories behind effective negotiating practices and second, to develop negotiating skills applicable to a wide range of contexts. A knowledge of negotiation is a crucial requirement for anyone interested in a business career since it is a common mechanism for implementing change and for resolving conflict in the workplace. Topics will include two-party negotiations, power and politics, mediation, arbitration, and collective bargaining. A variety of teaching techniques will be used including readings, discussion, and role-playing.

**Prerequisite(s):** MGT 201 or permission of the instructor.