

**朝陽科技大學 099學年度第2學期教學大綱**  
**Business Development and Management 業務開拓與管理**

<b>當期課號</b>	3248	<b>Course Number</b>	3248
<b>授課教師</b>	劉素娟	<b>Instructor</b>	LIU,SU CHUAN
<b>中文課名</b>	業務開拓與管理	<b>Course Name</b>	Business Development and Management
<b>開課單位</b>	行銷與流通管理系(四進)三A	<b>Department</b>	
<b>修習別</b>	選修	<b>Required/Elective</b>	Elective
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	銷售可能是實務界與學術研究界落差最大的企業議題。業務開拓與管理課程規劃藉由哈佛商業評論，提供具高度實效的管理思想及作法，透過系統性的專題研究，課程藉由業務人員個人銷售技能的修練角度切入，再從銷售團隊與管理角度來做規劃。課程中規劃四個實務個案研究與哈佛商業評論專題帶領作為實戰經典討論，業務開拓與管理的理論以平衡計分卡作架構及管理技能發展的培養，藉以提升學生的全球視野，以積極的態度與信念，就能踏實地向目標邁進。	<b>Objectives</b>	In all business topics, Selling might be considered to have the biggest gap of perceptions between practitioners and the academics. This course aims to guide students to grasp some basic skills and knowledge of Business Development and Management through four case studies and the articles from Harvard Business Review. Students are expected to learn selling skills for general products and services, organization of sales team, and management and development of sales forces. This will help students to be prepared for future careers in sales and marketing areas, whether individual or as a team member.
<b>教材</b>	Sales Management: Shaping Future Sales Leaders, John F. Tanner Jr., Earl D. Honeycutt Jr. & Robert C. Erffmeyer.2009, 滄海書局·鼎隆圖書股份有限公司	<b>Teaching Materials</b>	Sales Leaders, John F. Tanner Jr., Earl D. Honeycutt Jr. & Robert C. Erffmeyer.2009, 滄海書局·鼎隆圖書股份有限公司
<b>成績評量方式</b>	平時成績(含出席) 30% 期中考 30% 期末考 40%	<b>Grading</b>	Normal (Attendance) 30% Middle Exam 30% Final Exam 40%
<b>教師網頁</b>	-		
<b>教學內容</b>	第一部分- 策略規劃 第1章：介紹銷售管理 第2章：銷售功能和多銷售管道 第二部分-銷售領導 第3章：領導和銷售執行 第4章：倫理，法律，銷售領導 第三部分-分析客戶及市場 第5章：企業對企業（B2B）的銷售及客戶關係管理 第6章：資訊技術運用 第四部分- 銷售團隊的設計和發展 第7章：設計和組織銷售團隊 第8章：招聘和遴選對的銷售人員 第9章：銷售團隊的培訓與發展 第五部分-流程管理 第10章：監督，管理和領導團隊中的銷售人員 第11章：設定目標和管理銷售團隊的績效 第12章：銷售人員的激勵與獎酬 第六部分-衡量，分析和知識管理 第13章：轉客戶信息為知識 第14章：評估銷售團隊及其成員的績效 第15章：影響企業銷售績效的內部和外部文化力量 第七部分- 案例研討	<b>Syllabus</b>	Part One — Strategic Planning Chapter 1: Introduction to Sales Management Chapter 2: The Sales Function and Multi-Sales Channels Part Two — Sales Leadership Chapter 3: Leadership and the Sales Executive Chapter 4: Ethics, the Law, and Sales Leadership Part Three —Analyzing Customers and Markets Chapter 5: Business-to-Business (B2B) Sales and Customer Relationship Management Chapter 6: Leveraging Information Technologies Part Four — Designing and Developing the Sales Force Chapter 7: Designing and Organizing the Sales Force Chapter 8: Recruiting and Selecting the Right Salespeople Chapter 9: Training and Developing the Sales Force Part Five — Process Management Chapter 10: Supervising, Managing, and Leading Salespeople Individually and in Teams Chapter 11: Setting Goals and

		Managing the Sales Force's Performance Chapter 12: Motivating and Rewarding Salespeople Part Six — Measurement, Analysis, and Knowledge Management Chapter 13: Turning Customer Information into Knowledge Chapter 14: Assessing the Performance of the Sales Force and the People Who Comprise It Chapter 15: Internal and External Cultural Forces That Affect a Firm's Sales Performance Part Seven – Cases Study
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