

NATIONAL BOARD FOR TECHNICAL EDUCATION

NATIONAL BUSINESS CERTIFICATE

AND

ADVANCED NATIONAL BUSINESS CERTIFICATE

PROGRAMMES

DRAFT CURRICULUM AND MODULE SPECIFICATIONS

IN

SALESMANSHIP

2008

GENERAL INFORMATION

AIM

To give training and impart the necessary skills leading to the production of craftsmen, technicians and other skilled personnel who will be enterprising and self-reliant.

Entry Qualifications

Craft Programme

Candidates must have successfully completed three years of Junior Secondary education or its equivalent. Special consideration may be given to sponsored candidates with lower academic qualifications who hold trade test certificates and are capable of benefiting from the programme.

Advanced Craft Programme

Candidates should possess the National Business Certificate or its equivalent and should have had a minimum of two years post qualification cognate industrial experience.

The Curriculum

The Curriculum of each programme is broadly divided into three components:

- a General Education, which accounts for 30% of the total hours required for the programme.
- b Trade Theory, Trade Practice and Related Studies which account for 65% and
- c Supervised Industrial Training/Work Experience, which accounts for about 5% of the total hours required for the programme. This component of the course, which may be taken in industry or in college production unit, is compulsory for the full-time students.

Included in the curriculum is the teacher's activity and learning resource required for the guidance of the teacher.

Unit Course/Modules

A Course/Module is defined as a body of knowledge and skills capable of being utilized on its own or as a foundation or pre-requisite knowledge for more advanced work in the same or other fields of study. Each trade when successfully completed can be used for employment purposes.

Behavioural Objectives

These are educational objectives, which identify precisely the type of behaviour a student should exhibit at the end of a course/module or programme. Two types of behavioural objectives have been used in the curriculum. They are:

- a General Objectives
- b Specific learning outcomes

General objectives are concise but general statements of the behaviour of the students on completion of a unit of work such as understanding the principles and application in:

- a Orthographic projection in engineering/technical drawing;
- b Loci in Mathematics
- c Basic concepts of politics and government in Political Science
- d Demand and supply in Economics

Specific learning outcomes are concise statements of the specific behaviour expressed in units of discrete practical tasks and related knowledge the students should demonstrate as a result of the educational process to ascertain that the general objectives of course/programme have been achieved. They are more discrete and quantitative expressions of the scope of the tasks contained in a teaching unit.

General Education in Technical Colleges

The General Education component of the curriculum aims at providing the trainee with complete secondary education in critical subjects like English Language, Economics, Physics, Chemistry, Biology, Entrepreneurial Studies and Mathematics to enhance the understanding of machines, tools and materials of their trades and their application and as a foundation for post-secondary technical education for the above average trainee. Hence, it is hoped that trainees who successfully complete their trade and general education may be able to

compete with their secondary school counterparts for direct entry into the polytechnics or colleges of education (technical) for ND or NCE courses respectively. The Social Studies component is designed to broaden the trainee's social skills and his understanding of his environment.

For the purpose of certification, only the first three courses in mathematics will be required. The remaining modules are optional and are designed for the above average students.

National Certification

The NBC and ANBC programmes are run by Technical Colleges accredited by NBTE. NABTEB conducts the final National examination and awards certificates.

Trainees who successfully complete all the courses/modules specified in the curriculum table and passed the national examinations in the trade will be awarded one of the following certificates:

S/NO	LEVEL	CERTIFICATE
	<u>Technical Programme</u>	
1.	Craft Level	National Business Certificate
2.	Advanced Craft Level	Advanced National Business Certificate

Guidance Notes for Teachers Teaching the Curriculum

The number of hours stated in the curriculum table may be increased or decreased to suit individual institutions' timetable provided the entire course content is properly covered and the goals and objectives of each module are achieved at the end of the term.

The maximum duration of any module in the new scheme is 300 hours. This means that for a term of 15 weeks, the course should be offered for 20 hours a week. This can be scheduled in sessions of 4 hours in a day leaving the remaining hours for general education. However, (properly organized and if there are adequate resources), most of these courses can be offered in two sessions a day, one in the morning and the other one in the afternoon. In so doing, some of these programmes may be completed in lesser number of years than at present.

The sessions of 4 hours include the trade theory and practice. It is left to the teacher to decide when the class should be held in the workshop or in a lecture room.

INTEGRATED APPROACH TO THE TEACHING OF TRADE THEORY, TRADE SCIENCE AND TRADE CALCULATION

The traditional approach of teaching trade science and trade calculation as separate and distinct subjects in technical college programmes is not relevant to the new programme as it will amount to a duplication of the teaching of mathematics and physical science subjects in the course. The basic concepts and principles in mathematics and physical science are the same as in the trade calculation and trade science. In the new scheme therefore, qualified persons in these fields will teach mathematics and physical science and the instructors will apply the principles and concepts in solving trade science and calculation problems in the trade theory classes. To this end, efforts have been made to ensure that mathematics and science modules required to be able to solve technical problems were taken as pre-requisite to the trade module.

Evaluation of Programme/Module

For the programme to achieve its objectives, any course started at the beginning of a term must terminate at the end of the term.

Instructors should therefore devise methods of accurately assessing the trainees to enable them give the student's final grades at the end of the term. All students who have successfully completed their modules will take a national examination. The final award will be based on the aggregate of the scores attained in the course work and the national examination.

CURRICULUM TABLE FOR NATIONAL BUSINESS CERTIFICATE IN SALESMAN SHIP

S/N	COURSE CODE	SUBJECT MODULE	Y	E	A	R	-	1	Y	E	A	R	-	2	Y	E	A	R	-	3	TOTAL DURATN
-	-	-	TM	1	TM	2	TM	3	TM	1	TM	2	TM	3	TM	1	TM	2	TM	3	-
-	-	-	L	P	L	P	L	P	L	P	L	P	L	P	L	P	L	P	L	P	-
1	CMA 12-15	Mathematics	2	-	2	-	2	-	2	-	2	-	2	-	2	-	2	-	2	-	216
2	CEN 11-17	English Lang	2	-	2	-	2	-	3	-	3	-	3	-	3	-	3	-	3	-	288
3	CBB 11-13	Biology	2	-	2	-	2	-	2	1	2	1	2	1	2	1	2	1	2	1	288
4	CEC 11-13	Economics	2	-	2	-	2	-	2	-	2	-	2	-	2	-	2	-	2	-	216
5	CBM 10	Entrepreneurship	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2	-	2	-	72
6	ICT 11-15	Computer Studies	-	-	-	-	-	-	1	2	1	2	1	2	1	2	1	2	-	-	180
7	CSM 11	CONSUMER BEHAVIOUR	2	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	72
8	CSM 12	PRINCIPLES AND PRACTICE OF SELLING	-	-	-	-	-	-	-	-	-	-	-	-	3	-	3	-	3	-	108
9	CSM 13	BUSINESS LAW	-	-	-	-	-	-	3	-	3	-	3	-	-	-	-	-	-	-	108
10		Book keeping	2	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	
11		Storekeeping	-	-	-	-	-	-	2	-	2	-	2	-	-	-	-	-	-	-	

CURRICULUM TABLE FOR ADVANCED NATIONAL TECHNICAL CERTIFICATE IN SALESMAN SHIP

S/N	COURSE CODE	SUBJECT MODULE	TERM 1		TERM 2		TERM 3		TOTAL DURATION
			L	P	L	P	L	P	
1	CMA 21-22	Mathematics	2	-	2	-	2	-	72
2	CEN 21-22	English Lang & Communication	2	-	2	-	2	-	72
3	CEC 21-23	Economics	2	-	2	-	2	-	72
4	CEM 21	Entrepreneurship	2	-	2	-	2	-	72
5	ICT 21-22	Auto card	1	2	1	2	-	-	72
6	CSM 21	Distribution Management	3	1					48
7	CSM 22	Customer Relationship					3	1	48
8	CSM 23	Internet And Network Selling			3	1			48
9		Elements of Marketing	2	1					
TOTAL			13	19	13	19	12	14	1,080

PROGRAMME: NATIONAL TECHNICAL CERTIFICATE IN SALESMAN SHIP

MODULE: CSM 11 – CONSUMER BEHAVIOUR

DURATION: 60 HOURS

PRE-REQUISITE: SOCIAL STUDIES

GOAL: This module is intended to enable the trainee understand the behaviour of consumer in a free enterprise economy.

General Objectives

On completion of this module, the trainee should be able to:

1. Understand the psychological/economic variables that affect consumer behaviour in our society
2. Understand how social groups influence consumer behaviour
3. Understand the behaviour of people according to their culture
4. Understand what makes personality and how it affects behaviour
5. Understand the motivational factors that can be used to influence buyers.

PROGRAMME: SALESMANSHIP			
Module: CSM 11-CONSUMER BEHAVIOUR		Course Code: CSM 11	Contact Hours:
Course Specification:			
WEEK	General Objective 1.0 Understand the psychological/economic variables that affect consumer behaviour in our society		
1 & 2	Specific Learning Outcome:	Teacher Activities:	Resources:
	<p>On completion of this module, the trainee should be able to:</p> <p>1.1 Define the term consumer behaviour</p> <p>1.2 Identify some known buying habits exhibited by the following:</p> <ul style="list-style-type: none"> a) Mass buyer b) casual buyer c) conservative <p>1.3 Enumerate factors that may influence consumer behaviour: e.g.</p> <ul style="list-style-type: none"> - knowledge of commodity - business cycle - peer group - taste - priority - rational, attitude income, etc. <p>1.4 Discuss with illustration the impact on consumer</p>	<p>Explain consumer behaviour</p> <ul style="list-style-type: none"> - explain consumer - explain behaviour - customer - differentiate between consumer and customer <p>Explain some buying habits exhibited by:</p> <ul style="list-style-type: none"> a) Mass buyer b) Casual buyer c) Conservative buyer <p>Explain the factors that influence consumer behaviour</p>	<p>Video- clips (on group behaviour)</p>

	behaviour of the factors mentioned in 1.3 above 1.5 Explain how group behaviour can influence buying habits, - formal groups - informal group	Describe the influence of factors mentioned in 1.3 above Explain with examples formal and informal groups and how they influence individual buyers	
General Objective 2.0 Understand how social groups influence consumer behaviour			
	2.1 Discuss the behavioral patterns of the following: 2.2 Discuss how the behaviour patterns of the social classes named in 2.1 above influence their buying habits 2.3 Discuss the buying behaviour of different age groups	Explain groups. Explain types of groups – Explain reference groups, social class, consumption based groups, opinion leaders etc. Explain how behavioural patterns of groups influence buying habit Describe the buying habit of different age groups.	Video- clips pictorial charts and Maps
General Objective 3.0 Understand the behaviour of people according to their culture.			
	3.1 Identify customs of three or more Ethnic groups buying habits 3.2 State how the marriage customs in 3.1 above can influence buying habits 3.3 Explain how family status affect buying habits - single - family as a whole - extended family 3.4 Explain how religion influences buying habits: - Christianity - Islam	Mention 3 ethnic groups in Nigeria Describe customs of the 3 ethnic groups mentioned in 3.1 above Explain how customs influence buying habits Describe how family status influence buying habit	Maps of Nigeria (cultural)

	<ul style="list-style-type: none"> - Traditional religion <p>3.5 Explain how belief affects buying habits:</p> <ul style="list-style-type: none"> - superstition - cultural/tribal belief - non-conformist or skeptics 	<p>Explain how religion influences buying habit</p>	
General Objective 4.0 Understand what makes personality and how it affects behaviour.			
	<p>4.1 Explain (i) extrovert (ii) introvert</p> <p>4.2 Explain how extrovert personality influence buying behaviour</p> <p>4.3 Explain how introvert personality influence buying Behaviour.</p>	<p>Describe extrovert and introvert</p> <p>Differentiate between extrovert and introvert</p> <p>Explain how customs influence buying habits</p>	<p>Illustrations Charts Video-clips</p>
General Objective 5.0 Understand the motivational factors that can be used to influence buyers.			
	<p>5.1 Define motivation</p> <p>5.2 Explain motivation theme</p> <p>5.3 Explain how promotional tools can be used to influence buyers</p> <p>5.4 Explain how premium offer or installment payment can be used to influence buying habits</p> <p>5.5 Explain how cash/trade discount sales can be used to Influence buying habits.</p>	<p>Explain motivation</p> <p>Explain various motivation theories e.g. maslow, herzberg etc</p> <p>Explain how promotional materials can motivate buyers</p> <p>Explain some promotional materials/methods e.g. free gifts, sample, coupon, discount etc.</p>	<p>Printed materials Promotional posters.</p>

PROGRAMME: NATIONAL BUSINESS CERTIFICATE IN SALESMAN SHIP

COURSE: CSM 12 BUSINESS LAW

CODE:

DURATION: 45 HOURS

GOAL: To provide the students with basic principles of law which affect business relationship and transactions.

General Objectives

1. Understand the principles of law of contracts
2. Understand sale of goods
3. Understand hire purchase and auction sales
4. Know negotiable instruments
5. Understand Law of agency
6. Understand Business Organizations
7. Understand labour relations.

PROGRAMME: SALESMANSHIP			
Module: BUSINESS LAW		Course Code: CSM 12	Contact Hours:
Course Specification:			
WEEK	General Objective 1.0 Understand the principles of law of contract		
1 & 2	Specific Learning Outcome:	Teacher Activities:	Resources:
	<p>On completion of this course the students should be able to:</p> <p>1.1 Define contract</p> <p>1.2 Describe and explain the essentials of a valid contract</p> <p>1.3 Define “Consideration”</p> <p>1.4 Explain executed and executor consideration</p> <p>1.5 Distinguish between intention to create legal relation and consideration</p> <p>1.6 Distinguish between mistake and misrepresentation</p> <p>1.7 Define vitiating factors, assignments, discharge, and remedies for breach</p> <p>1.8 Explain the various ways by which a contract can be terminated</p>	<p>Explain contract</p> <p>Explain the essential of a valid contact</p> <p>Explain consideration</p> <p>Explain executed and executor consideration</p> <p>Explain intention to create legal relation and consideration</p> <p>Explain mistake and misrepresentation</p> <p>Explain:- vitiating factors, assignments, discharge and remedies for breach</p> <p>Explain termination of contract and its ways</p> <p>Distinguish between breach</p>	<p>Video- clips, TV and Radio</p>

	<p>1.9 Identify where faults lie in a breach of contract and in frustration</p> <p>1.10 Distinguish between damages and penalty, liquidated damages and un-liquidated damages</p>	<p>of contract and frustration</p> <p>Explain damages and penalty,</p> <p>Distinguish between liquidated damages and un-liquidated damage.</p>	
General Objective 2.0 Understand sale of goods			
	<p>2.1 Define a contract or sale of goods</p> <p>2.2 Explain the conditions and warranties of transfer of property between buyer and seller</p> <p>2.3 Explain FOB, CIF, Acceptance, Delivery payment etc</p> <p>2.4 Identify and explain a breach of a sale of goods contract</p>	<p>Explain the term 'contract' of sale of goods</p> <p>Explain warranty of transfer or of property between buyer and seller</p> <p>Explain the following: (a) FOB, (b) CIF, (c) Acceptance (d) Delivery payment</p> <p>Explain a breach on a sale of goods contract.</p>	<p>Specimen of relevant contract agreement</p>
General Objective 3.0 Understand hire purchase and auction sales			
	<p>3.1 Define hire purchase</p> <p>3.2 Define auction sales</p> <p>3.3 Explain the provision of the Hire purchase Act of 1965</p>	<p>Explain Hire Purchase</p> <p>Explain auction sales</p> <p>Enumerate the provision of Hire Purchase Act of 1965</p>	

General Objective 4.0: Know Negotiable Instruments		
<p>4.1 Define a negotiable Instrument-bill of exchange cheques and promissory note</p> <p>4.2 Explain the essentials of a valid bill of exchange acceptance, delivery, capacity and authority of parties</p> <p>4.3 Explain the negotiation and negotiability in the life of a Bill</p> <p>4.4 Explain the duties of the Holders in Due Course and liability of the parties</p> <p>4.5 Explain the difference between cheques and other bills</p> <p>4.6 State and explain the protection offered by bankers on cheques</p> <p>4.7 Explain the relationship between a banker and customer with regards to cheques</p>	<p>Explain negotiable instrument</p> <p>Mention and explain types of negotiable instrument (a) Bill of exchange (b) Cheques and (b) Promissory note</p> <p>Explain the types of negotiable instrument in 4.2 above</p> <p>Mention the essentials of the following :(a) valid bill of exchanges,(b)acceptance, (c) delivery, (d) capacity and (e) authority of parties.</p> <p>Distinguish between negotiation and negotiability in the life of a bill of exchange.</p> <p>Mention the duties of Holders in course.</p> <p>Distinguish between various negotiable instruments</p> <p>Mention the protection offered by bankers on cheques.</p> <p>Explain banker-customer relationship</p>	<p>Specimen Video-clips</p>

General Objective 5.0 Understand agency			
	<p>5.1 Define an Agency</p> <p>5.2 Describe how an agency is created</p> <p>5.3 Explain the essentials of a valid agency ratification, necessity and authority of the agent</p> <p>5.4 Understand the breach of warranty in agency</p> <p>5.5 State the rights and duties of principals and agents.</p> <p>5.6 Explain the conditions for termination of agency</p>	<p>Explain agency</p> <p>Describe how agency is formal</p> <p>Mention the essential of a valid agency ratification, necessity and authority of agency.</p> <p>Explain breach of warranty</p> <p>Mention the rights and duties of principals and agents.</p> <p>Mention the conditions for termination of agency.</p>	Specimen of warranty
General Objective 6.0 Understand Business Organizations			
	<p>6.1 Define types of business organizations and their formations.</p> <p>6.2 Define partnership</p> <p>6.3 Explain the provisions of the law regulating the creation, relationship, powers, rights, limitations and dissolution of partnership in general.</p> <p>6.4 Explain the provisions of the law regulating the limited liability company and partnership business.</p>	<p>Explain types of business organizations and their formation</p> <p>Explain the advantages and disadvantages of types of business organization mentioned in 6.1 above.</p> <p>Explain partnership and limited liability company.</p> <p>Distinguish between partnership and limited</p>	Video – clips

	<p>6.5 Distinguish between a partnership and limited liability company</p> <p>6.6 Define a limited liability company</p> <p>6.7 Describe formation procedures</p> <p>6.8 Describe capital formation-issue of shares and Debentures</p> <p>6.9 Explain the director's rights and duties</p> <p>6.10 Explain meeting procedures-notices, regulatory procedures and resolutions</p> <p>6.11 Define winding up and its procedure</p>	<p>liability Company.</p> <p>Explain the following (a) capital formation (b) issue of shares (c) debentures</p> <p>Explain rights and duties of directors.</p> <p>Explain the following meeting procedures-notices, regulatory procedures and resolutions.</p> <p>Explain the procedures for winding up a business</p>	<p>Specimen of certificate of share and debenture</p>
General Objective 7.0 Understand Labour Relations			
	<p>7.1 Define labour relations</p> <p>7.2 Explain the labour code</p> <p>7.3 Discuss and explain the workman's compensation Act</p> <p>7.4 Explain the powers, rights and limitations of Trade Unions.</p>		

PROGRAMME: NATIONAL BUSINESS CERTIFICATE IN SALESMANSHIP

COURSE: CSM 13 PRINCIPLES AND PRACTICE OF SELLING

CODE:

DURATION: 30 HOURS

GOAL: The course is designed to enable students acquire adequate knowledge of the principles and practice of selling

General Objectives

On completion of this course, the student should be able to:

- 1.0 Understand the meaning and importance of selling and the characteristics of good sales people
- 2.0 Know different types of selling
- 3.0 Know the importance of product knowledge in selling and why people buy
- 4.0 Understand the principles of selling process.
- 5.0 Understand the characteristics of good sales people.
- 6.0 Know the legal and ethical problems in selling.

PROGRAMME: SALESMANSHIP			
Module: PRINCIPLES AND PRACTICE OF SELLING		Course Code: BAM	Contact Hours:
		133	
Course Specification:			
WEEK 1 & 2	General Objective 1.0 Understand the meaning and importance of selling and the characteristics of good sales people.		
	Specific Learning Outcome:	Teacher Activities:	Resources:
	On completion of the course, the students should be able to: 1.1 Explain selling as a basic Human Behaviour. 1.2 Discuss the role of selling in society 1.3 Discuss the taking up of a sales career 1.4 Explain the characteristics of good sales people		
	General Objective 2.0 Know the importance of product knowledge in selling and why people buy		
	2.1 Discuss Selling to expert buyers 2.2 Explain the importance of knowing your product in selling 2.3 Describe how selling can take place without buying 2.4 Explain why people buy what they buy 2.5 Discuss the principles of contingency benefits, suggestion, logical reasoning and rationalization in buying and selling.	Explain product knowledge, features & benefits. Discuss the importance of product-knowledge in selling Explain selling situations where buying does not occur Discuss factors influencing peoples' buying behaviour	Various products

	2.6 Discuss some pitfalls to be avoided in selling	Explain the principles of contingency, benefits, suggestion, logical reasoning & rationalization in buying & selling. Discuss some pitfalls to be avoided in selling: <ul style="list-style-type: none">- improper dressing- foul language- unnecessary arguments, etc.	
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PRACTICE OF SELLING

General Objective 4.0 understand the principles of Selling Process.		
<p>1.1 Define prospects, leads and suspects, etc. 1.2 Describe some common prospecting methods. 1.3 Apply prospecting methods to determine actual and potential buyer 1.4 Discuss some problems of prospecting.</p> <p>1.5 Explain the objectives and importance of pre-approach. 1.6 Identify the sources of information for pre-approach. 1.7 Explain the process of gathering information for pre-approach. 1.8 Discuss some problems relating to pre-approach</p>	<p>Discuss prospects, leads, suspects, etc Explain common prospecting methods, eg. Cold canvassing, demonstrations, referral, etc. Describe how to apply prospecting methods to determine actual & potential buyer. Explain problems of prospecting Describe pre-approach, its objectives and importance. Explain sources of information for pre-approach. Explain problems relating to pre-approach Describe how to gather information for pre-approach</p>	

	<p>1.9 Explain the objectives and importance of Approach.</p> <p>2.0 Discuss how to get sells interview.</p> <p>2.1 Identify methods of approaching prospects and the essentials of a good approach.</p> <p>2.1 Identify the objectives of Presentation and how to build confidence at Presentation</p> <p>2.2 Identify the basic strategies of Presentation.</p> <p>2.3 Create good setting for Presentation and methods of developing the Presentation</p> <p>2.4 Explain situational selling and situational Strategies</p> <p>2.5 Demonstrate product and develop formal sales proposals</p> <p>2.6 Discuss some problems relating to sales Presentation.</p>	<p>Explain the objectives of presentation</p> <p>Describe how to build conflation</p> <p>Explain some basic strategies of Presentation e.g. Canned, tempered and formula methods</p> <p>Explain various ways of making effective sales Presentation.</p> <p>Explain situational selling and how to deal with such status</p> <p>Explain various way of product demonstration</p> <p>Develop prototype sales proposals</p> <p>Explain problem in sales presentation</p>	
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	<p>2.7 Identity types of objections</p> <p>2.8 Exhibit the right attitude towards objections</p> <p>2.9 Identify basic methods of handling objection</p> <p>3.0 Discuss how to overcome general problems associated with objections.</p> <p>3.1 Explain how to close sales</p> <p>3.2 Identify basic closing methods</p> <p>3.3 Distinguish between the proper departure procedure after a successful sale and the departure when no sale is made.</p> <p>3.4 Discuss general questions on the close of a sale.</p> <p>3.5 Identify appropriate follow-up actions that should be taken after closing a sale.</p>	<p>Mention types of objections</p> <p>Describe right attitudes towards handling objections</p> <p>Mention basic methods of handling objection</p> <p>Enumerate general problem associated with objections</p> <p>Explain the term “close” of sale.</p> <p>Mention basic close methods</p> <p>Differentiate between proper departure after successful sales and departure when there is no sale</p> <p>Explain follow-up action</p>	<p>Log book</p> <p>Diary</p> <p>Video-clips</p>
	<p>3.6 Identity the legal and ethical problems in Selling.</p> <p>3.7 Discuss the importance of (3.6) above,</p> <p>3.8 Proffer solutions to the legal and ethical problems of selling in Nigeria.</p>	<p>Explain ethical social responsibility</p> <p>Identify ethical and social reasonability of sales persons.</p> <p>To the company</p> <p>Explain the legal implications of misrepresentation on the part of sales persons.</p>	

ADVANCED NATIONAL BUSINESS CERTIFICATE IN SALESMAN SHIP

PROGRAMME: ADVANCED NATIONAL BUSINESS CERTIFICATE IN SALESMAN SHIP

MODULE: CSM 21: DISTRIBUTION MANAGEMENT

DURATION: 30 HOURS

GOAL: This course is intended to create in the students a sound knowledge and appreciation of distribution and Management

General Objectives:

On completion of this course, the students should be able to:

- 1.0 Understand distribution
- 2.0 Understand marketing Intermediaries
- 3.0 Understand distribution system
- 4.0 Understand customer service
- 5.0 Understand scheduling
- 6.0 Understand transportation system

PROGRAMME: ADVANCED NATIONAL BUSINESS CERTIFICATE IN SALESMAN SHIP			
Module: DISTRIBUTION MANAGEMENT		Course Code: BAM	Contact Hours:
133			
Course Specification:			
WEEK	General Objective 1.0 Understand Distribution.		
1 & 2	Specific Learning Outcomes:	Teachers' Activities:	Resources:
	<p>On completion of the course, the students should be able to:</p> <p>1.1 Define channel of distribution</p> <p>1.2 Identify types of channel</p> <p>1.3 Discuss the requirements of a good channel of distribution</p> <p>1.4 Identify the determinants of the choice of channels of distribution.</p> <p>1.5 Explain the extent of market coverage of distribution</p>	<p>Explain distribution as a business activity</p> <p>Explain types of distribution channel</p> <p>Mention the requirements of good channels of distribution.</p> <p>Identify factors determining the choice of channels of distribution.</p> <p>Explain distribution intensity</p>	
General Objective 2.0 Understand Marketing Intermediaries			
	<p>2.1 Explain the importance of middlemen</p> <p>2.2 Explain the used for marketing intermediaries</p> <p>2.3 Identify criteria for selecting marketing intermediaries</p> <p>2.4 Explain terms of trade relations</p>	<p>Explain the importance of middlemen</p> <p>Explain the need for marketing intermediaries</p> <p>Mention the criteria for selecting intermediaries</p> <p>Explain trade relations</p>	
General Objective 3.0 Understand Distribution System			

	<p>3.1 Explain types of Distribution system</p> <p>3.2 Explain conventional distribution system</p> <p>3.3 Identify integrated distribution system</p> <p>3.4 Explain the strategy and management of distribution system.</p> <p>3.5 Identify the system strategy and management models.</p>	<p>Mention types of distribution method</p> <p>Explain conventional distribution system</p> <p>Explain integrated distribution system</p> <p>Discuss strategy and management of distribution system.</p>	
General Objective 4.0 Understand Customer Service			
	<p>4.1 Define customer service.</p> <p>4.2 Explain the importance customer service.</p> <p>4.3 Identify services expected by customers.</p> <p>4.4 Identify strategies to improve customer service level</p> <p>4.5 Explain elements of customer service</p>	<p>Explain customer service its importance</p> <p>Mention services expected by customers</p> <p>Identify strategies to improve customer service</p> <p>Explain elements of customer service</p>	
General Objective 5.0 Understand scheduling			
	<p>5.1 Define scheduling.</p> <p>5.2 Explain scheduling of production and distribution.</p> <p>5.3 Discuss necessary data for scheduling</p> <p>5.4 Identify aids for scheduling distribution</p> <p>5.5 Identify factors to be considered while</p>	<p>Explain scheduling of production and distribution</p> <p>Identify necessary data for scheduling</p> <p>Enumerate aids for schedule distribution</p> <p>Mention factors to consider while preparing distribution schedule</p>	<p>Scheduled Maps</p> <p>Scheduled Tables</p>

	preparing distribution scheduling of products		
	General Objective 6.0 Understand transportation system		
	6.1 Identify modes of transportation in Nigeria	Mention modes of transportation in Nigeria	Map of Nigeria showing transportation modes. Charts, Pictures
	6.2 Identify criteria of evaluation transportation mode	Explain criteria for evaluating transportation modes	
	6.3 Discuss types of carriers	Identify types of carriers	

PROGRAMME: **ADVANCED NATIONAL BUSINESS CERTIFICATE IN SALESMAN SHIP**

COURSE: CSM 22 INTERNETS AND NETWORK SELLING

DURATION 45 Hours

GOAL: This course is intended to create in the students a sound knowledge and appreciation of basic concept of Internet and Network selling

General Objectives:

On completion of this course, the students should be able to:

- 1.0 Understand internet selling
- 2.0 Understand network selling
- 3.0 Understand challenges of internet and network selling
- 4.0 Know how internet and network aid selling tasks
- 5.0 Know how to create and maintain selling presence on Internet.

PROGRAMME: NBC ON SALESMANSHIP			
Course: INTERNET AND NETWORK SELLING		Course Code: CSM 22	Contact Hours:
Course Specification:			
WEEK	General Objective 1.0 Understand internet selling		
1 & 2	Specific Learning Outcomes:	Teacher Activities:	Resources:
	1.1 Define Internet 1.2 Explain how to connect to the web. 1.3 Describe how to browse the internet and visit a website 1.4 Discuss internet resources	Explain the term internet Explain the different webs icons and their functions Demonstrate the use of different websites. Access a typical website	
General Objective 2.0 Understand network selling			
	2.1 Define network selling 2.2 Identify components of network selling 2.3 Explain prerequisite elements in choosing a network Company. 2.4 Identify the principles of network selling 2.5 Explain the importance of network selling 2.6 Discuss the compensation plan in network selling	Explain network selling Explain the component of network selling Explain the essential elements of choosing a network provider Explain basic principles of network selling Explain the importance of network selling	
General Objective 3. 0 Appreciate challenges of internet and network selling			
	3.1 Define Internet selling 3.2 Discuss the origin of internet selling	Explain the concept of network selling Trace the origin of internet selling	

	<p>3.3 Identify the objectives of internet selling</p> <p>3.4 Contrast traditional selling and internet selling</p> <p>3.4 Discuss Web- based selling</p> <p>3.5 Identify types of internet selling</p> <p>3.6 Discuss the pitfalls of internet selling</p>	<p>Explain the objectives of:-</p> <p>Differentiate between traditional selling and internet selling.</p> <p>web based selling and Internet selling</p> <p>Mention types of internet selling</p> <p>Highlight the merits and demerits of internet selling</p>	
General Objective 4.0 Know how to create and maintain selling presence on the internet			
	<p>4.1 Identify the mission and objectives of the company</p> <p>4.2 Describe how to craft a web business model</p> <p>4.3 Describe selling focus.</p> <p>4.4 Identify target market.</p> <p>4.5 Discuss how to design a website.</p>	<p>Explain the role of mission and objectives of the company in Internet selling.</p> <p>Describe business model</p> <p>Explain selling focus</p> <p>Explain target market</p> <p>Demonstrate how to design a web</p>	
General Objective 5.0 Understand web based selling			
	<p>5.1 Examine selling target</p> <p>5.2 Identify cyber agencies</p> <p>5.3 Identify webs based selling tools</p>	<p>Explain selling targets</p> <p>Explain cyber agencies</p> <p>Explain web -based selling tools</p>	

PROGRAMME: ADVANCED NATIONAL BUSINESS CERTIFICATE IN SALESMAN SHIP

COURSE: CSM 23 CUSTOMER RELATIONSHIPS

Goal: This course is intended to create in students a sound knowledge and appreciation of customer relationship.

General Objectives:

On completion of this course, the students should be able to:

- 1.0 Know the definition and origin of customer relationship
- 2.0 Understand the essence of customer relationship
- 3.0 Understand how to successfully implement a strong financial case for potential investment in CR system
- 4.0 Know factors necessitating the need for customer relationship
- 5.0 Understand the criteria to customer acquisition
- 6.0 Understand the approaches to building a profitable relationship with actual and potential customers.

PROGRAMME: NBC ON SALESMANSHIP			
Course: CUSTOMER RELATIONSHIP		Course Code: CSM 23	Contact Hours:
Course Specification:			
WEEK	General Objective 1.0 Know the definition and origin of customer relationship		
1 & 2	Specific Learning Outcome:	Teacher Activities:	Resources:
	1.1 Define customer relationship 1.2 Discuss origin of customer relationship 1.3 Explain the importance of customer relationship	Explain customer relationship Trace the origin of customer relationship Explain the importance of customer relationship	
	General Objective 2.0 Understand the essence of customer relationship		
	2.1 Define customer 2.2 Identify the qualities of a customer 2.3 Discuss the importance of customer to an organization 2.4 Mention types of customer 2.5 Explain what to know about your customers	Mention the qualities of a customer Explain the importance of customers to the organization. Mention types of information the salesperson should know about customers	

	General Objective 3.0 Understand how to successfully implement a strong financial case for potential investment in CR system		
	<p>3.1 Assess the potential investment in CR system</p> <p>3.2 Design an enduring customer relationship</p> <p>3.3 Discuss the process of building and maintaining cordial relationship</p> <p>3.4 Discuss network building</p> <p>3.5 Develop value proposition</p> <p>3.6 Describe how to manage customer relationship</p>	<p>Explain potential investment in CR system</p> <p>Explain customer relationship</p> <p>Describe how cordial relationship can be built</p> <p>Explain networking to satisfy customer needs</p> <p>Explain the development of value proposition</p> <p>Explain management and control of relationship</p>	
	General Objective 4.0 Know factors necessitating the need for customer relationship		
	<p>4.1 Discuss Globalization and information technology (IT):</p> <ul style="list-style-type: none"> - Deregulation of market - Competition among firms - Consumers reactions 	<p>Explain globalization</p> <p>Explain information technology (IT)</p> <p>Explain the nature and importance of market deregulation</p> <p>Explain the importance of competition among firms</p> <p>Identify various kinds of customer reactions.</p>	<p>Telephone</p> <p>e-mail</p> <p>internet, etc.</p>

	General Objective 5.0 Understand the criteria for customer acquisition		
	<p>5.1 Define customer acquisition</p> <p>5.2 Explain the procedure for customer acquisition</p> <p>5.3 Explain the strategies for customer acquisition</p>	<p>Explain customer acquisition</p> <p>Identify procedure for customer acquisition</p> <p>Mention strategies for customer acquisition</p>	
	General Objective 6.0 Understand the approaches to building a profitable relationship with actual and potential customers.		
	<p>6.1 Explain the meaning of electronic customer relationship</p> <p>6.2 Explain electronic-selling</p> <p>6.3 Identify challenges of communication tools to selling</p> <p>6.4 Discuss the prospects of electronics customer relationship.</p>	<p>Explain the use of electronic media/equipment in relationship management – e.g. Telephone, internet, fax, telex etc</p> <p>Explain the use of print media in customer relationship</p> <p>Enumerate the role of internet communication in customer relationship.</p>	

Recommended Texts:

1. Russell, Beach & Burker-Selling principles and practices (McGraw-Hill International Edition Marketing Series) 2nd Ed.
1989
2. Philip R. Lund-Compelling Selling-AFramework for persuasion (Macmillan Press Ltd) 1st Ed. 1974

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