

COURSE DETAIL

SALES MANAGEMENT

Country

France

Host Institution

University of Bordeaux

Program(s)

University of Bordeaux

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

110

UCEAP Course Suffix**UCEAP Official Title**

SALES MANAGEMENT

UCEAP Transcript Title

SALES MANAGEMENT

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course introduces the key components of commercial sales management and their role in creating value for both the consumer and the company. It covers how to make coherent business decisions by understanding the interactions between the commercial department and other organizational functions.

Language(s) of Instruction

French

Host Institution Course Number

Host Institution Course Title

GESTION COMMERCIALE

Host Institution Course Details

Host Institution Campus

Université de Bordeaux

Host Institution Faculty

Faculty of Economics, Management and AES

Host Institution Degree

Licence

Host Institution Department

Economie et Gestion

Course Last Reviewed

2025-2026

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