# Curriculum Proposal

## Packet Contents

<table>
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<th>1.1 Summary</th>
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## Course Modification(s)

| 1.3 BUAD 3568 Personal Selling (3 credits) to BUAD 3568 Professional Selling (3 credits); prerequisite change |

## New Course(s)

| 1.5 BUAD 4568 Advanced Personal Selling (3 credits) |
| 1.12 BUAD 4340 Sales Management (3 credits) |
| 1.19 BUAD 4347 Sales Simulator Lab (2 credits) |

## New Program(s)

| 1.26 Professional Selling minor |
| 1.29 Business Administration B.S. major Professional Selling emphasis |

**Note:** Only the emphasis is new

| 1.34 Signatures |
BSU Curriculum Forms

Form 1

Curriculum Modification Summary

College: Business, Mathematics, and Science
Department: Business Administration
Proposer: Dr. Angie Kovarik
Proposer’s position: Associate Professor
Describe the modification(s) you propose, and how it (/they) will work to students' advantage.  (This description and explanation will be included in Curriculum Report packets forwarded to the Faculty Senate.):

This proposal is for a B.S. Business Administration with a Professional Selling emphasis, as well as a minor in Professional Selling. Research has found that over 50% of college graduates take their first job in a sales role. The majority of people in first time sales roles fail within a year of employment (Sales Education Foundation, 2020). This program will train our students to become more effective salespeople. Job placement for sales graduates is over 90%. There is continued growth anticipated in the sales space (US Bureau of Labor Statistics, 2019-2028)

Partnerships have been secured with outside agencies to support student growth and development for the professional selling emphasis and minor. The business community is in support of this program which will open up additional internship and job placement opportunities for professional selling students. Florida State Sales Institute researchers found that sales professionals hired from sales programs significantly outperform other new hires and have higher levels of organizational commitment.

Students will be provided opportunities to focus on professional selling skills through experience. Curriculum will be guided by partnerships with outside agencies, current sales research, and active learning.

Support has been received from business partners, alumni, the provost, and the Dean of the College of Business, Mathematics, and Science.

Modifications proposed (specify number of each):
- 1 Course Modification(s) (form 2)
- 3 New Course(s) (form 3)
- Course Drop(s) (form 4)
- Program Modification(s) (form 5)
- 2 New Program(s) (form 6) B.S. Business Administration with Professional Selling emphasis, Minor in Professional Selling
- Program Drop(s) (form 7)
The modifications affect (check):
_____ Liberal Education
__X__ Undergraduate Curriculum
_____ Graduate Curriculum
_____ Teacher Licensure Program(s)
BSU Curriculum Forms

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
  Undergraduate: BUAD 3568
  Graduate:
Proposed Course Number(s), if different:
  Undergraduate:
  Graduate:

Current Course Title: Personal Selling
Proposed Course Title, if different: Professional Selling

Current Course Description: A study of the principles and psychology of personal selling. Course requires the preparation and presentation of a sales story. Prerequisite(s): BUAD 3361

Note: Change is to prerequisites only
Proposed Course Description, if different:
A study of the principles and psychology of personal selling. Course requires the preparation and presentation of a sales story. Prerequisite(s): BUAD 3361, or enrolled in Professional Selling minor, or Instructor Consent

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
  Undergraduate: BUAD 3361
  Graduate:

Proposed Prerequisite(s), if different:
  Undergraduate: BUAD 3361, or enrolled in Professional Selling minor, or Instructor Consent
  Graduate:

1) Reason(s) for change(s): Adding a Professional Selling emphasis and minor and would like titles to be consistent.

2) May this modified course replace the current course for students remaining in the old curriculum? Yes ___X___ No ______ If not, please drop the current course and submit a new course form for the modification.
3) Do these modifications change any of the following? **For all Yes answers, please provide updated information on the next page.**

<table>
<thead>
<tr>
<th>Modification</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Learning Outcomes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major Content Areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Projected Maximum Class Size (Cap)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4) Current Course fee(s) per student: $0
   for:

   Proposed Course fee(s) per student, if different: $0
   for:

5) Service Areas:
   This course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:
   a) go to [http://www.bemidji STATE.EDU/Academics/catalog/](http://www.bemidji STATE.EDU/Academics/catalog/) and choose the most recent catalog(s),
   b) click on “Areas of Study, and Course Descriptions,”
   c) click on “PDF of Entire Catalog” in upper right,
   d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

   Non-licensure programs:
   Required:
   Business Administration B.S. major, Marketing emphasis
   Marketing Communications, B.S. major

   Elective:
   Business Administration B.S. major, Entrepreneurship emph
   Business Administration B.S. major Indigenous Business emph
   Business Administration B.S. major Indigenous Nations and Marketing emph

   Teacher Licensure programs:

   Liberal Education:

   The above “service area” programs/departments were notified of this modification on 4/15/22 (date) by email (mail, email, or phone). Email to Valica in Integrated Media

   Please check one of the items below:

   _____ No comments were received from other programs or departments within one week of the notification.

   ___X____ Comments were received within one week of the notification, and are attached.
BSU Curriculum Forms

Form 3
Updated: 9.19.15

New Course Form

Course Number:
  Undergraduate: BUAD 4568
  Graduate: N/A

Course Title: Advanced Professional Selling

Curriculum Coordinator: Add hard prereq check.

Course Description: The purpose of this course is to build advanced professional selling skills with focus on areas of the sales process such as negotiating, sales presentation, and relationship-building skills. Role playing and interactive exercises will be emphasized.

Prerequisite(s): BUAD 3568.

Credits: 3

Prerequisite(s):
  Undergraduate: BUAD 3568
  Graduate: N/A

1. Reason(s) for creating this course:
This course will serve as a required course in the Professional Selling emphasis and minor.

Bemidji State University students have been participating in sales competitions for a few years and have shown increasing interest in sales careers. This class will allow them to develop higher level sales skills and competencies needed for professional selling careers.

Encouragement has been provided from partnering agencies, current students, alumni, and administration.

This course was created to serve as an advanced course in professional selling that will enhance the level of competence in professional selling skills. This is a high-level sales course that will be guided by outside partnerships, sales research, and active learning.

With three courses offered in professional selling, we will be able to offer a sales certification through the University Sales Center Alliance in the future.

2. How often will this course be offered? Annually – fall term (online section via D2L and F2F section)
3. What are the student learning outcomes for the course (please precede each outcome with "Students will...")?

1. Students will effectively explain professional selling terminology
2. Students will demonstrate knowledge of professional selling skills by effectively using professional selling tools
3. Students will apply core selling strategies by planning and preparing for role play simulations
4. Students will analyze their role plays and evaluate the sales process
5. Students will design and deliver role play simulations to partner organizations
6. Students will apply marketing ethics and exhibit professional conduct when dealing with all stakeholders

4. What are the major content areas for the course?

   - Rapport building,
   - professional ethic in selling,
   - rules of sales experience,
   - closing and gaining commitment,
   - overcoming objection,
   - professional confidence,
   - recruiting, selecting, and training,
   - applying science to sales, and
   - CRM team selling.

5. Is this course repeatable for credit, and if so, what is the maximum number of credits that can be earned? No

6. If this course is intended primarily for off-campus delivery (not offered on campus), what delivery mechanism will be used?
   - Not designed for primary off-campus delivery.

7. What is the projected maximum class size (cap)?
   - This will be a speaking intensive course, so the requested cap is 25

8. What qualified faculty will be available to teach this course?
   - Dr. Angie Kovarik, Associate Professor of Business Administration
   - We will also be hiring to replace Gabriel Warren.

NOTE WELL: Department and dean, in approving this proposal, attest both to the adequacy of the qualifications of faculty here named, and to their availability to teach the
course at the frequency specified above, without excessive overload or disruption to other curriculum.

9. What additional library and other resources need or should be provided for this course, that are not already available? None

10. What special personal property or service fee(s) would be charged to students taking this course? These charges would be for 1) items that are retained by the student and have an educational or personal value beyond the classroom, or 2) services that are on the student’s behalf (see MnSCU Board Policy 5.11).
   Amount per student: $0
   For: N/A

11. Attach a sample syllabus for the course. Note: if this course is double-numbered (u-grad/grad), the syllabus must include an additional component for graduate students.
Bemidji State University
BUAD 4568: Advanced Professional Selling
Course Credits 3

Contact Information:
Instructor: Dr. Angie Kovarik
Office: Memorial Hall 137
Office Hours: TBD
Telephone: 218-755-4225
E-mail: angie.kovarik@bemidjistate.edu

Course Description:
The purpose of this course is to build advanced professional selling skills with focus on areas of the sales process such as negotiating, sales presentation, relationship-building skills, and ethics.

Prerequisites/Co-Requisites:
BUAD 3568 Professional Selling

Textbooks/Materials:

Grades:
Grading Scale: Final grades will be determined using the following grading scale.

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<td>D</td>
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<tr>
<td>Below 60%</td>
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Excellent
Very good
Average
Passing
Failure

Learning Outcomes:

1. Students will effectively explain professional selling terminology
2. Students will demonstrate knowledge of professional selling skills by effectively using professional selling tools

3. Students will apply core selling strategies by planning and preparing for role play simulations

4. Students will analyze their role plays and evaluate the sales process

5. Students will design and deliver role play simulations to partner organizations

6. Students will apply marketing ethics and exhibit professional conduct when dealing with all stakeholders

**Major Content Areas:**
Rapport building, professional ethic in selling, rules of sales experience, closing and gaining commitment, overcoming objection, professional confidence, recruiting, selecting, and training, applying science to sales, and CRM team selling.

**Topics/Schedule:**

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<td>Sales 101</td>
</tr>
<tr>
<td>Week 2</td>
<td>Prospecting/Qualifying</td>
</tr>
<tr>
<td>Week 3</td>
<td>Role Play</td>
</tr>
<tr>
<td>Week 4</td>
<td>Rapport Building with Role Play</td>
</tr>
<tr>
<td>Week 5</td>
<td>Engaging Customers &amp; Relationship Development</td>
</tr>
<tr>
<td>Week 6</td>
<td>Social Selling</td>
</tr>
<tr>
<td>Week 7</td>
<td>Sales Presentation Strategies</td>
</tr>
<tr>
<td>Week 8</td>
<td>Overcoming Objections</td>
</tr>
<tr>
<td>Week 9</td>
<td>Role Play</td>
</tr>
<tr>
<td>Week 10</td>
<td>Competition</td>
</tr>
<tr>
<td>Week 11</td>
<td>Negotiating</td>
</tr>
<tr>
<td>Week 12</td>
<td>Pricing and Sales Analytics/CRM</td>
</tr>
<tr>
<td>Week 13</td>
<td>Closing</td>
</tr>
<tr>
<td>Week 14</td>
<td>Role Play</td>
</tr>
<tr>
<td>Week 15</td>
<td>Ethics in Sales</td>
</tr>
<tr>
<td>Week 16</td>
<td>Final</td>
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**Time expectations:**

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Academic Integrity:

BSU students are expected to practice the highest standards of ethics, honesty and integrity in all of their academic work. Any form of academic dishonesty (e.g., plagiarism, cheating and misrepresentation) may result in disciplinary action. Possible disciplinary actions may include failure for part or an entire course as well as suspension from the University. It is suggested that students review BSU’s statement on academic integrity found within the Student Code of Conduct.

Disruptive Behavior in the Classroom:

We at Bemidji State University believe the classroom is an environment where civility, human dignity and respect is maintained. Any variation from this for example yelling or saying profanity at an instructor or another person in the classroom, or any other loud, lewd, belligerent or obnoxious behavior resulting in a disruption from teaching, and learning are violations of the Code of Conduct and will not be tolerated. If this occurs, you will be asked to leave the classroom not to return until you meet with the University Conduct Officer and you could be subject to a judicial hearing.

Extended Leave Procedure:

If student has to be away from class from an extended period of time (more than two class sessions) for medical emergencies or a funeral, you are asked to contact the Student Life and Success Office where a leave notice will be given to your faculty. This notice informs the faculty of your departure and return date back to campus. This leave does not absolve you from any assignment you have due during your leave. You are to make arrangements with your instructors of when to complete any assignments due during the leave period. You can complete a leave form as this website https://www.bemidjistate.edu/offices/student-life-success/extended-absence/.

Students with Special Needs:

BSU is committed to making all educational programs, course materials, services and activities sponsored by the University accessible to individuals with disabilities. Students requesting accommodations due to a disability or other need for access should contact Accessibility Services as soon as possible. Accessibility Services is located at Decker Hall 202. PH: 218.755.3883 or email: accessibility@bemidjistate.edu. This information is also available through Minnesota Relay Services at 800.627.3529.

Tutoring availability:

BSU is committed to assisting our students in their academic endeavors and has in place the Advising Success Center as a valuable resource. The Center is located in Decker Hall 202. https://www.bemidjistate.edu/services/advising-success-center/services/tutoring/

The Minnesota State system has updated the online tutoring service available to our students. We are now partnering with Tutor.com to offer 24/7 online tutoring, which will connect students with an expert tutor for extra assistance one-on-one. Online tutoring services can be accessed through the main page in D2L and your course page, by clicking on the tutor.com link, located in the “HelpLinks” menu.
All students will receive 15 hours of tutoring at no cost. Tutoring services cover a variety of subject areas including math, writing, accounting, economics, biology, languages and nursing. Additional time may be purchased by students directly through tutor.com.

Mental Health and Counseling:

Students may experience mental health concerns or stressful events that may lead to diminished academic performance. The Student Center for Health & Counseling is available to assist you with concerns and can include stress relief services. They can be reached in Cedar Hall, First Floor. Phone: (218) 755-2053.

Accessibility statement:

Upon request this document can be made available in alternate formats. Please contact Accessibility Services at 755-3883.
BSU Curriculum Forms

Form 3
Updated: 9.19.15

New Course Form

Course Number:
   Undergraduate: BUAD 4340
   Graduate: N/A

Course Title: Sales Management

Course Description: This course is an overview of sales management including forecasting sales, territory development and management, training & motivation, supervision of salesforce, compensation, CRM management, and sales management problems with resolution. Prerequisite(s): BUAD 3568

Credits: 3

Prerequisite(s):
   Undergraduate: BUAD 3568
   Graduate: N/A

1. Reason(s) for creating this course:

This course will serve as a required course in the Professional Selling emphasis and minor.

Bemidji State University students have been participating in sales competitions for a few years and have shown increasing interest in sales careers. This class will allow them to develop higher level sales skills and competencies needed for professional selling careers.

Encouragement has been provided from partnering agencies, current students, alumni, and administration.

This course was created to serve as an advanced course in professional selling that will focus on managing a sales team as well as CRM proficiency.

With three courses offered in professional selling, we will be able to offer a sales certification through the University Sales Center Alliance in the future.

2. How often will this course be offered? Annually – Spring (online section via D2L and F2F section)
3. What are the student learning outcomes for the course (please precede each outcome with "Students will…”)?

1. Students will effectively explain sales management terminology
2. Students will demonstrate knowledge of CRM software by effectively using it within a simulation
3. Students will apply sales management tools such as sales forecasting, compensation methods, quotas, sales analysis, budgeting, reports, to create a sales force plan
4. Students will analyze common problems experienced by sales managers and determine effective solutions
5. Students will design and develop a comprehensive sales management project in cooperation with a partnering agency

4. What are the major content areas for the course?
   Creating and managing a sales force,
   territory development and management,
   compensation,
   training & development,
   CRM management,
   motivation,
   supervision of salesforce,
   overcoming salesforce issues, and
   salesforce tools.

5. Is this course repeatable for credit, and if so, what is the maximum number of credits that can be earned? No

6. If this course is intended primarily for off-campus delivery (not offered on campus), what delivery mechanism will be used?
   - Not designed for off-campus delivery.

7. What is the projected maximum class size (cap)?
   35

8. What qualified faculty will be available to teach this course?
   - Dr. Angie Kovarik, Associate Professor of Business Administration
   - We will also be hiring to replace Gabriel Warren.

NOTE WELL: Department and dean, in approving this proposal, attest both to the adequacy of the qualifications of faculty here named, and to their availability to teach the course at the frequency specified above, without excessive overload or disruption to other curriculum.
9. What additional library and other resources need or should be provided for this course, that are not already available? None

10. What special personal property or service fee(s) would be charged to students taking this course? These charges would be for 1) items that are retained by the student and have an educational or personal value beyond the classroom, or 2) services that are on the student’s behalf (see MnSCU Board Policy 5.11).
   Amount per student: $0
   For: N/A

11. Attach a sample syllabus for the course. Note: if this course is double-numbered (u-grad/grad), the syllabus must include an additional component for graduate students.
2.BUAD_22-23

Bemidji State University
BUAD 4340: Sales Management
Course Credits 3

Contact Information:
Instructor: Dr. Angie Kovarik
Office: Memorial Hall 137
Office Hours: TBD
Telephone: 218-755-4225
E-mail: angie.kovarik@bemidjistate.edu

Course Description:
This course is an overview of sales management including forecasting sales, territory development and management, training & motivation, supervision of salesforce, compensation, CRM management, and sales management problems with resolution.

Prerequisites/Co-Requisites:
BUAD 3568 Professional Selling

Textbooks/Materials:

Grades:
Grading Scale: Final grades will be determined using the following grading scale.

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<tr>
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Will be graded on weekly quizzes, exams, CRM simulation, and other assignments as determined. Points TBD.
Learning Outcomes:

1. Students will effectively explain sales management terminology
2. Students will demonstrate knowledge of CRM software by effectively using it within a simulation
3. Students will apply sales management tools such as sales forecasting, compensation methods, quotas, sales analysis, budgeting, reports, to create a sales force plan
4. Students will analyze common problems experienced by sales managers and determine effective solutions
5. Students will design and develop a comprehensive sales management project in cooperation with a partnering agency

Major Content Areas:
Creating and managing a sales force, territory development and management, compensation, training & development, CRM management, motivation, supervision of salesforce, overcoming salesforce issues, and salesforce tools.

Topics/Schedule:

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<td>Sales Role Strategy</td>
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<td>Week 4</td>
<td>Organization of Sales Force</td>
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<td>Week 5</td>
<td>Strategic Role of Information/Tools</td>
</tr>
<tr>
<td>Week 6</td>
<td>Motivation/Performance</td>
</tr>
<tr>
<td>Week 7</td>
<td>Attributes of Sales Force/Recruitment</td>
</tr>
<tr>
<td>Week 8</td>
<td>Sales Force Training</td>
</tr>
<tr>
<td>Week 9</td>
<td>Compensation/Motivation</td>
</tr>
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<td>Week 10</td>
<td>Evaluation of Sales Force</td>
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<td>CRM Simulation</td>
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Disruptive Behavior in the Classroom:

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Tutoring availability:

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All students will receive 15 hours of tutoring at no cost. Tutoring services cover a variety of subject areas including math, writing, accounting, economics, biology, languages and nursing. Additional time may be purchased by students directly through tutor.com.
Mental Health and Counseling:

Students may experience mental health concerns or stressful events that may lead to diminished academic performance. The Student Center for Health & Counseling is available to assist you with concerns and can include stress relief services. They can be reached in Cedar Hall, First Floor. Phone: (218) 755-2053.

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**BSU Curriculum Forms**

**Form 3**
Updated: 9.19.15

**New Course Form**

Course Number:
- Undergraduate: BUAD 4347
- Graduate: N/A

Course Title: Sales Simulator Lab

**Currie Coordinator: Enforce Instructor Consent**

Course Description: The purpose of this course is to combine sales education with practical sales experience through experiential learning and role play. Students will participate in sales competition. Prerequisite(s): Instructor consent

Credits: 2 (1 hour classroom, 2 hours lab)

Prerequisite(s):
- Undergraduate: Consent of Instructor Only
- Graduate: N/A

1. Reason(s) for creating this course:
This course will serve as an elective course in the Professional Selling emphasis and minor.

Bemidji State University students have been participating in sales competitions for a few years and have shown increasing interest in sales careers. This class will allow students to develop higher level sales skills and competencies needed for professional selling careers. Within this course, students will be trained to utilize their skills through a sales lab. They will also be required to compete in professional selling competitions.

This course is created to provide hands-on experience in a sales lab. Video and audio equipment will be utilized to provide an interactive experience.

Encouragement has been provided from partnering agencies, current students, alumni, and administration.

2. How often will this course be offered? Fall and spring semester- on-campus

3. What are the student learning outcomes for the course (please precede each outcome with "Students will...")?
1. Students will apply professional selling terms to sales scenarios
2. Students will examine their professional selling skills through use of technology in the sales lab
3. Students will evaluate their professional selling skills and recommend changes for future performances
4. Students will design sales strategies through research and active learning
5. Students will test their sales skills through professional selling competition

4. What are the major content areas for the course?
   Rapport building,
   closing and gaining commitment,
   overcoming objection,
   professional confidence.
   In the sales simulator lab, students will practice professional selling techniques as they are put in a setting where they are able to role-play, watch recorded work, receive feedback from faculty, make revisions to selling skills and improve overall performance.

5. Is this course repeatable for credit, and if so, what is the maximum number of credits that can be earned? Yes - 4 credits maximum

6. If this course is intended primarily for off-campus delivery (not offered on campus), what delivery mechanism will be used?
   - Not designed for off-campus delivery.

7. What is the projected maximum class size (cap)?
   - This will be a speaking intensive lab, so the requested cap is 10 due to space in sales lab.

8. What qualified faculty will be available to teach this course?
   - Dr. Angie Kovarik, Associate Professor of Business Administration
   - We will also be hiring to replace Gabriel Warren.

NOTE WELL: Department and dean, in approving this proposal, attest both to the adequacy of the qualifications of faculty here named, and to their availability to teach the course at the frequency specified above, without excessive overload or disruption to other curriculum.

9. What additional library and other resources need or should be provided for this course, that are not already available? None

10. What special personal property or service fee(s) would be charged to students taking this course? These charges would be for 1) items that are retained by the student and have an educational or personal value beyond the classroom, or 2) services that are on the student’s behalf (see MnSCU Board Policy 5.11).
    Amount per student: $ 0
For: N/A

11. Attach a sample syllabus for the course. Note: if this course is double-numbered (u-grad/grad), the syllabus must include an additional component for graduate students.
Contact Information:
Instructor: Dr. Angie Kovarik
Office: Memorial Hall 137
Office Hours: TBD
Telephone: 218-755-4225
E-mail: angie.kovarik@bemidjistate.edu

Course Description:
The purpose of this lab is to build advanced professional selling skills by allowing students to practice professional selling techniques in a setting where they can role-play, receive feedback, and improve overall performance. Students will participate in sales role-play competition.

Prerequisites/Co-Requisites:
Consent of Instructor Required

Textbooks/Materials:
No Textbook

Grades:
Grading Scale: Final grades will be determined using the following grading scale.

<table>
<thead>
<tr>
<th>Grade Range</th>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% to 100%</td>
<td>A</td>
<td>Excellent</td>
</tr>
<tr>
<td>80% to 89.9%</td>
<td>B</td>
<td>Very good</td>
</tr>
<tr>
<td>70% to 79.9%</td>
<td>C</td>
<td>Average</td>
</tr>
<tr>
<td>60% to 69.9%</td>
<td>D</td>
<td>Passing</td>
</tr>
<tr>
<td>Below 60%</td>
<td></td>
<td>Failure</td>
</tr>
</tbody>
</table>
Learning Outcomes:

1. Students will apply professional selling terms to sales scenarios
2. Students will examine their professional selling skills through use of technology in the sales lab
3. Students will evaluate their professional selling skills and recommend changes for future performances
4. Students will design sales strategies through research and active learning
5. Students will test their sales skills through professional selling competition

Major Content Areas:
Rapport building, closing and gaining commitment, overcoming objection, professional confidence. In the sales simulator lab, students will practice professional selling techniques as they are put in a setting where they are able to role-play, watch recorded work, receive feedback from faculty, make revisions to selling skills and improve overall performance.

Topics/Schedule:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Review Sales Process</td>
</tr>
<tr>
<td>Week 2</td>
<td>Prospecting/Qualifying</td>
</tr>
<tr>
<td>Week 3</td>
<td>Role Play</td>
</tr>
<tr>
<td>Week 4</td>
<td>Rapport Building with Role Play</td>
</tr>
<tr>
<td>Week 5</td>
<td>Overcoming Objections</td>
</tr>
<tr>
<td>Week 6</td>
<td>Closing</td>
</tr>
<tr>
<td>Week 7</td>
<td>Competition Review/Training</td>
</tr>
<tr>
<td>Week 8</td>
<td>Competition Training</td>
</tr>
<tr>
<td>Week 9</td>
<td>Competition Training</td>
</tr>
<tr>
<td>Week 10</td>
<td>Competition Training</td>
</tr>
<tr>
<td>Week 11</td>
<td>Competition Training</td>
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<tr>
<td>Week 12</td>
<td>Competition Training</td>
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<tr>
<td>Week 13</td>
<td>Competition Training</td>
</tr>
<tr>
<td>Week 14</td>
<td>Competition Training</td>
</tr>
<tr>
<td>Week 15</td>
<td>Competition Training</td>
</tr>
<tr>
<td>Week 16</td>
<td>Competition Training</td>
</tr>
</tbody>
</table>

Time expectations:

<table>
<thead>
<tr>
<th>Instruction Delivery Mode</th>
<th>Hours of in class “Seat Time” per credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>1 hour/week for 15 weeks</td>
</tr>
<tr>
<td>Lab</td>
<td>2 hours/week for 15 weeks</td>
</tr>
</tbody>
</table>

Academic Integrity:

BSU students are expected to practice the highest standards of ethics, honesty and integrity in all of their academic work. Any form of academic dishonesty (e.g., plagiarism, cheating and misrepresentation) may result in disciplinary
action. Possible disciplinary actions may include failure for part or an entire course as well as suspension from the University. It is suggested that students review BSU’s statement on academic integrity found within the Student Code of Conduct.

**Disruptive Behavior in the Classroom:**

We at Bemidji State University believe the classroom is an environment where civility, human dignity and respect is maintained. Any variation from this for example yelling or saying profanity at an instructor or another person in the classroom, or any other loud, lewd, belligerent or obnoxious behavior resulting in a disruption from teaching, and learning are violations of the Code of Conduct and will not be tolerated. If this occurs, you will be asked to leave the classroom not to return until you meet with the University Conduct Officer and you could be subject to a judicial hearing.

**Extended Leave Procedure:**

If student has to be away from class from an extended period of time (more than two class sessions) for medical emergencies or a funeral, you are asked to contact the Student Life and Success Office where a leave notice will be given to your faculty. This notice informs the faculty of your departure and return date back to campus. This leave does not absolve you from any assignment you have due during your leave. You are to make arrangements with your instructors of when to complete any assignments due during the leave period. You can complete a leave form as this website [https://www.bemidjistate.edu/offices/student-life-success/extended-absence/](https://www.bemidjistate.edu/offices/student-life-success/extended-absence/)

**Students with Special Needs:**

BSU is committed to making all educational programs, course materials, services and activities sponsored by the University accessible to individuals with disabilities. Students requesting accommodations due to a disability or other need for access should contact Accessibility Services as soon as possible. Accessibility Services is located at Decker Hall 202. PH: 218.755.3883 or email: accessibility@bemidjistate.edu. This information is also available through Minnesota Relay Services at 800.627.3529.

**Tutoring availability:**

BSU is committed to assisting our students in their academic endeavors and has in place the Advising Success Center as a valuable resource. The Center is located in Decker Hall 202. [https://www.bemidjistate.edu/services/advising-success-center/services/tutoring/](https://www.bemidjistate.edu/services/advising-success-center/services/tutoring/)

The Minnesota State system has updated the online tutoring service available to our students. We are now partnering with Tutor.com to offer 24/7 online tutoring, which will connect students with an expert tutor for extra assistance one-on-one. Online tutoring services can be accessed through the main page in D2L and your course page, by clicking on the tutor.com link, located in the “HelpLinks” menu.

**All students will receive 15 hours of tutoring at no cost.** Tutoring services cover a variety of subject areas including math, writing, accounting, economics, biology, languages and nursing. Additional time may be purchased by students directly through tutor.com.
Mental Health and Counseling:

Students may experience mental health concerns or stressful events that may lead to diminished academic performance. The Student Center for Health & Counseling is available to assist you with concerns and can include stress relief services. They can be reached in Cedar Hall, First Floor. Phone: (218) 755-2053.

Accessibility statement:

Upon request this document can be made available in alternate formats. Please contact Accessibility Services at 755-3883.
BSU Curriculum Forms

Form 6
(Updated: 9.15.15)

New Program Form

Type of Program to be established:

_____M.S.*
_____M.A.*
_____Applied Masters**
_____B.S.
_____B.S./T.L.
_____B.A.
__X_Minor
_____Field of Emphasis: Stand Alone
___Field of Emphasis in: Business Administration
_____Other:

Program name: Professional Selling *minor

This proposal is for a B.S. Business Administration with a Professional Selling emphasis, as well as a minor in Professional Selling. Research has found that over 50% of college graduates take their first job in a sales role. The majority of people in first time sales roles fail within a year of employment (Sales Education Foundation, 2020). This program will train our students to become more effective salespeople. Job placement for sales graduates is over 90%. There is continued growth anticipated in the sales space (US Bureau of Labor Statistics, 2019-2028)

Partnerships have been secured with outside agencies to support student growth and development for the professional selling emphasis and minor. The business community is in support of this program which will open up additional internship and job placement opportunities for professional selling students.

Students will be provided opportunities to focus on professional selling skills through experience. Curriculum will be guided by partnerships with outside agencies, current sales research, and active learning.

Support has been received from business partners, alumni, the provost, and the Dean of the College of Business, Mathematics, and Science.

The purpose of the minor is to provide students from other disciplines the opportunity to earn a minor in professional selling. As the statistics above demonstrate, there is a need for advanced sales skills. Discussions have also been had with faculty from other departments on how this would positively impact students across all disciplines.
Student learning outcomes for the program (please use the same format as for other programs in the department):

Students will be able to:

1. Explain the current definition of professional selling and sales terms.
2. Demonstrate knowledge of established sales processes, tools, and techniques.
3. Apply core selling strategies that involve planning, preparing for, and implementation of the selling process.
4. Analyze sales structure and demonstrate knowledge of sales management process.
5. Design and deliver a sales presentation to a mock buyer.

How will the student learning outcomes be assessed (e.g., major field test, student portfolio, departmental rubric, department-developed examination questions, etc.)?

Note: If courses from other departments are required for this program, please notify the chairs of those departments.

The home department/program was notified that this new program will require courses from their area: Communication Studies on 04/11/2022 by email. Received feedback on

Please check one of the items below:

_____ No comments were received from other programs or departments within one week of the notification.

____X____ Comments were received within one week of the notification, and are attached.

Note: If this is a joint program, the signatures of both department chairs (and both deans, if different colleges) must be provided.

Alerts:

- Attach draft catalog copy of proposed program.
- Contact the Assistant Vice-President for Academic Affairs regarding approval downstate (required for all of the above except for a minor where there is an existing major).

* MS/MA Curriculum proposals for graduate programs must indicate how the program addresses these requirements (in the draft catalog copy or elsewhere):
a. MnSCU 50% rule: At least one-half of the required credits in a master's degree, exclusive of a thesis, capstone, or similar culminating project, shall be credits restricted exclusively to graduate student enrollment.

b. Competency Requirement

c. Written Examination Requirement

**Applied Master’s Degree must address items a-c above, as well as:

d. How the proposed capstone experience meets the capstone requirements/standards listed in the catalog.

For more information on each of these requirements refer to the current graduate catalog.

**Professional Selling minor**

Required Credits: 15
Required GPA: 2.0

I REQUIRED BASIC CORE COURSES

Complete the following courses:

- BUAD 3568 Professional Selling (3 credits)
- BUAD 4340 Sales Management (3 credits)
- BUAD 4458 Entrepreneurship (3 credits)
- BUAD 4568 Advanced Professional Selling (3 credits)
- COMM 4160 Business Communication (3 credits)
BSU Curriculum Forms

Form 6
(Updated: 9.15.15)

New Program Form

Type of Program to be established:
_____M.S.*
_____M.A.*
_____Applied Masters**
_____B.S.
_____B.S./T.L.
_____B.A.
_____Minor
_____Field of Emphasis: Stand Alone
__X_ Field of Emphasis in: B.S. in Business Administration
_____Other:

Program name: B.S. Business Administration Major with Professional Selling Emphasis

This proposal is for a B.S. Business Administration with a Professional Selling emphasis, as well as a minor in Professional Selling. Research has found that over 50% of college graduates take their first job in a sales role. The majority of people in first time sales roles fail within a year of employment (Sales Education Foundation, 2020). This program will train our students to become more effective salespeople. Job placement for sales graduates is over 90%. There is continued growth anticipated in the sales space (US Bureau of Labor Statistics, 2019-2028)

Partnerships have been secured with outside agencies to support student growth and development for the professional selling emphasis and minor. The business community is in support of this program which will open up additional internship and job placement opportunities for professional selling students.

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Support has been received from business partners, alumni, the provost, and the Dean of the College of Business, Mathematics, and Science.

Student learning outcomes for the program (please use the same format as for other programs in the department):

Students will be able to:
1. Explain the current definition of professional selling and sales terms.
2. Demonstrate knowledge of established sales processes, tools, and techniques.
3. Apply core selling strategies that involve planning, preparing for, and implementation of the selling process.
4. Analyze sales structure
5. Design and deliver a mock sales presentation

How will the student learning outcomes be assessed (e.g., major field test, student portfolio, departmental rubric, department-developed examination questions, etc.)?

Measures of student learning will be assessed in a number of ways. Direct measures will be measured via the Major Field Test in business, and a professional selling emphasis exam that is administered in BUAD 4600. Indirect measures will be assessed via the Student Survey which is also administered in BUAD 4600.

**Note:** If courses from other departments are required for this program, please notify the chairs of those departments.

The home department/program was notified that this new program will require courses from their area: Communication Studies on 4/11/2022 by email and updates on 4/15/22 via email.

Please check one of the items below:

- No comments were received from other programs or departments within one week of the notification.
- Comments were received within one week of the notification, and are attached.

**Note:** If this is a joint program, the signatures of both department chairs (and both deans, if different colleges) must be provided.

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- Attach draft catalog copy of proposed program.
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a. MnSCU 50% rule: At least one-half of the required credits in a master's degree, exclusive of a thesis, capstone, or similar culminating project, shall be credits restricted exclusively to graduate student enrollment.

b. Competency Requirement

c. Written Examination Requirement

**Applied Master’s Degree must address items a-c above, as well as:**

d. How the proposed capstone experience meets the capstone requirements/standards listed in the catalog.

For more information on each of these requirements refer to the current graduate catalog.

Business Administration B.S. major
Professional Sales emphasis

Students majoring in Business Administration are advised to complete at least one course in Psychology, Sociology, Anthropology, or Communication Studies as part of their liberal education requirements.

Required Credits: 64
Required GPA: 2.25

I REQUIRED BASIC CORE COURSES

Complete the following courses: 44 credits

- ACCT 2101 Principles of Accounting I (3 credits)
- ACCT 2102 Principles of Accounting II (3 credits)
- BUAD 2220 Legal Environment (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- BUAD 3223 Operations Management (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)
- BUAD 4559 Strategic Management (3 credits)
- BUAD 4600 Senior Seminar: Business Administration (1 credit)
- ECON 2000 Markets and Resource Allocation (3 credits)
- ECON 2100 Macroeconomics and the Business Cycle (3 credits)
• MATH 1170 College Algebra (4 credits)

ADDITIONAL REQUIRED COURSES

Complete the following courses: 15 credits

• BUAD 3567 Consumer Behavior (3 credits)
• BUAD 3568 Professional Selling (3 credits)
• COMM 4160 Business Communication (3 credits)
• BUAD 4340 Sales Management (3 credits)
• BUAD 4568 Advanced Professional Selling (3 credits)

REQUIRED ELECTIVES

Select at 2 elective courses for the Professional Selling Emphasis

• BUAD 3467 Advertising Management (3 credits)
• BUAD 3500 Marketing Analytics (3 credits)
• BUAD 3569 E-Marketing (3 credits)
• BUAD 3751 International Marketing (3 credits)
• BUAD 4347 Sales Simulator Lab (2 credits)
• COMM 3100 Interviewing (3 credits)
Email Communication from Communication Studies
Thanks for weighing in, Donna. I believe you are good to go from our perspective, Angie. Deb

On Apr 15, 2022 3:45 PM, "Pawlowski, Donna R" <Donna.Pawlowski@bemidjistate.edu> wrote:
Hi Angie and Deb,
Based on previous conversations with you, Angie, I am comfortable with these courses (COMM 4160 Business Communication and COMM 3100 Interviewing) being added to your curriculum proposals.
Good luck with the proposal and let me know if you need anything else! Looking forward to being a part of your programs.

Donna
Dr. Donna Pawlowski, PhD | Professor of Communication Studies
Communication Studies Coordinator | Academic Service-Learning Faculty Coordinator | Co-Director of Center for Professional Development
Bemidji State University | 1500 Birchmont Drive NE #27, Bemidji, MN 56601
donna.pawlowski@bemidjistate.edu | Sattgast Hall 215E | (218) 755-2487

Email Communication from Integrated Media

Hi Angie,

The Integrated Media Department faculty thinks this is a good change and supports the name change, as well as the pre-req change.

Good luck with the new minor!

Thanks,
Valica
BSU Curriculum Forms

Form 8  
Updated: 09.18.15

Signatures

___ Dr. Angie Kovarik / Associate Professor / 4.21.22 
Proposer / Title / Date

___ Halbana Tarmizi / Business Administration / 4.21.22 
Chair or Director / Department or Program / Date

Note: "All departmental recommendations [on curriculum] must be reviewed and approved by the department's faculty."--IFO/MnSCU Master Agreement 2009-2011, 20.A.3 (p. 80).

At this point, packet goes to Records Office/Curriculum Coordinator to be logged in to the Curriculum Proposal Progress Grid.

___ Marilyn Yoder / Business, Mathematics and Sciences / 8.2.2022 
Dean / College / Date

Note: If proposal is sent back to the Proposer, please notify the Curriculum Coordinator. If approved, packet goes to Academic Affairs Office.