



M.S. in Sales Management

A springboard for sales professionals who are eager to assume challenges at the management level.

A GLANCE

UNDER THE AUSPICES OF



<http://ella-dikamas.gr/>



<https://www.excellence-lean.gr/>

The M.S. in Sales Management will help you build the expanded skill set that companies are demanding from sales managers today. You'll learn how to design and implement effective data-driven sales plans for local and international markets. You'll learn, too, how to set goals for your sales team and evaluate their progress to ensure objectives. At the same time, you'll acquire a deeper understanding of business processes such as marketing, finance and supply chain management that impact directly on sales activities.

In parallel, the program builds and reinforces core management competencies such as leadership, innovation, customer focus and relationship building. Through course work, team projects, simulations and role plays you'll also better understand the challenges of talent acquisition, mentoring and team-building—and gain skills in handling them effectively.



The Program at a Glance

Duration	Language	Courses	Delivery Mode
1 ½ years full-time	English	9 + Capstone	On-site or Online

Strengths of the Program

Real-World Learning	Course material is enriched with case studies developed with actual companies in local and global markets and guest sessions and talks led by experienced professionals in the field.
Practice-Based	Courses include hands-on assignments that give you experience in applying concepts, methods and tools to solve challenges commonly encountered in local and international sales management.
Tailored for Working Professionals	You'll be able to continue working while studying in the program since classes meet every other Friday late afternoon and Saturday, with one additional evening session midweek.
Expert Faculty	You'll be taught by a faculty of internationally educated business scholars and researchers, who are joined by a team of expert practitioners in fields such as data analysis, leadership coaching, digital marketing, growth hacking and business communications.
Individual Attention	With your faculty mentor, student-centered teaching and small-sized classes, you'll receive individual attention to your needs and the opportunities to develop your talents and strengths.



Admission Requirements

The program is geared to sales professionals seeking to advance their career at a managerial level. It is also ideal for individuals in other business areas looking to develop a career in sales.

Candidates for admission must meet the following minimum requirements:

- An undergraduate degree from an accredited college or university with at least a B (3.0) grade point average;
- Evidence of English Language proficiency;
- An interview with a member of the Department's faculty.

A Few Words from the Director

Dr. Damianos Giannakis

The Master of Science in Sales Management (MSSM) is a 30-credit degree program designed to prepare sales professionals for leadership positions in local and international sales. Through the program, students develop not only analytical and management skills but also the lifelong learning habits to deal with change within the business environment. They gain a thorough understanding of local and international sales management strategies and practices in both B2B and B2C environments.

Throughout their studies, students have frequent opportunities to interact and exchange business experiences with their professors and the expert business professionals who teach in the program.

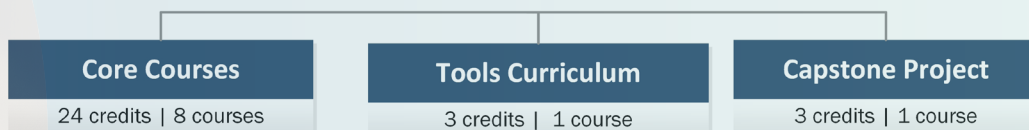
Overview of the M.S. in Sales Management Program

Courses in the program will help you become proficient in planning and implementing effective sales management strategies and practices in B2B and B2C environments. As a full-time student, you can complete all the course work for the degree in 1½ academic years:

- Fall Semester 1: 3 courses
- Spring Semester: 3 courses
- Winter Intersession: 1 course
- Fall Semester 2: 2 courses

+ Capstone Project toward the end of your studies

Master of Science in Sales Management



Required Courses in the Major:

Business Finance for Sales Managers
Sales Management Strategies & Practices
B2B & B2C Marketing & Sales Practices
International Marketing & Sales Management
Cross-Cultural Management
Sales Analytics
Business and Strategic Management
Supply Chain Management
Advanced Seminars for Sales

Capstone Project:

The required Capstone Project can be either a research paper or a consulting project. The Capstone gives you the chance to demonstrate your command of the knowledge and competencies you've gained during the program, your ability to analyze sales management issues and make recommendations for the challenges your investigation identifies.

A Student's Perspective



With more than 26 years of experience working in sales and consulting in the field of enterprise mobility and business IT solutions, I decided to enroll in MSc in Sales Management to help me gain the expertise and competitive edge that I required to advance my career and achieve my personal development goals. This program provided rich and practical information, as well as best practices that can be immediately applied to my everyday business. Furthermore, it helped me better understand how to design and implement a successful sales & marketing strategy that will lead to aggressive growth rates and to an absolute advantage in the market. Studying at HAU was not easy to incorporate into my life, because of my busy working schedule. However, right from the beginning, I was inspired to give it my very best shot and in the end, the experience has definitely exceeded my expectations and rewarded me for my hard work, as I was honored to receive the President's Award for Academic Achievement for 2019-2020. I sincerely recommend this program to any executive that wishes to strengthen his/her knowledge and skills and aspires to follow a dynamic career in sales.

Marios Sinas, MSSM '21, CRM/Mobile Sales Manager – Niche Markets Division – ENTERSOFT S.A

A View from the Market



George Pontikas,

Vice President and Managing Director
Syngenta Hellas AEBE - Head of Sales
Mediterranean South

Most sales reps come out to the street based on their DNA! Organizations try through training to make them better organized and understand customer needs and wants so as to respond accordingly. A Master of Science in Sales Management will ideally strengthen sales DNA, opening sales and marketing career paths in the most demanding environments and organizations!

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Accreditation

Hellenic American University is accredited by the New England Commission of Higher Education (NECHE), which the U.S. Department of Education recognizes as "a reliable authority on the quality of education for the institutions it accredits".

Industry Support

The M.S. in Sales Management operates under the auspices of the Hellenic Sales Institute (IΠΕ), Excellence & Lean and the "ΕΛΛΑ-ΔΙΚΑ ΜΑΣ" initiative.

Accreditation & Industry Support

Career Paths

91% of our graduates have found work in positions closely related to their field of study*, such as:

- Sales Manager
- Director of Customer Relations
- Key Account Manager
- Sales Controller
- Relationship Manager
- Business Developer


*Figures relate to 100% of alumni for whom data is available from the 2022 Hellenic American College Alumni Employment Survey.

CAREER PATHS



Massalias 22
10680 Athens,
Greece

Tel: +30 210 3680950
info@haec.gr
www.haec.gr

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Hellenic American College has signed a cooperation agreement with Hellenic American University (New Hampshire, USA) that enables the College to offer the University's undergraduate and graduate degree programs at its facilities in Athens. Upon successful completion of their studies and the fulfillment of all degree requirements as specified in the relevant University Catalog, participants in these degree programs are granted a degree directly from Hellenic American University.



Hellenic American University is accredited by the New England Commission of Higher Education (NECHE).

Hellenic American University's degree programs are regulated, approved, and regularly monitored by the New Hampshire Department of Education, Division of Higher Education – Higher Education Commission.

Hellenic American College and Hellenic American University do not discriminate on the basis of race, color, national and ethnic origin, gender, sexual orientation, age, religion, physical disability, or veteran status in the administration of their educational policies, admissions policies, scholarship and loan programs, and athletic or other school-administered programs.