

A - New Course Proposal V. 7.2022 : Entry # 3578**DEAN Decision**

Approved

Date

09/15/2025

Is this course intracollegiate or intercollegiate?

Intracollegiate

SCHOOL EPC Decision

Approved

Date

11/09/2025

Begin Form**Today's Date**

09/14/2025

Your Name:

Robert Hirth

Your Email:rhirth@highpoint.edu**Are you a Department Chair?**

No

Department Chair Name

Larry Quinn

Email address of your Department Chairlquinn@highpoint.edu**By checking below, I certify that my department chair has seen and approved the new course that I am proposing.**

Yes

Please select the appropriate school overseeing this proposal:

Entrepreneurship

When should this proposal take effect?

A - New Course Proposal V. 7.2022 : Entry # 3578

Fall 2026

Information for the Registrar**Choose the department designator from the list below.**

SLS

Proposed Course Number?

1500

Is this course cross listed?

No

Does this course replace a current course?

No

What is the title of the new course?

Introduction to Professional Business Selling

Write the catalog description of your proposed course:

This course introduces college freshmen to the foundational principles and practices of need-based solution selling. Students will explore sales as a career, the sales process, the essential personal qualities for success; develop professional communication skills and learn how to build trusting customer relationships. The course emphasizes ethical consultative selling, strategic planning, and the application of sales techniques in real-world business scenarios.

How many credit hours will this course be?

4

How will the course be graded?

Letter grade

Please select the course repeat option for this course:

Not repeatable for credit

What is the offering cycle for this course?

Every semester

Does your course have any prerequisites?

No

Is this new course being proposed because of a new or revised major or minor proposal?

This course is part of the CSE curriculum review process

Gen Ed and Academic Programs

A - New Course Proposal V. 7.2022 : Entry # 3578**Is this course part of Gen Ed?**

- No

Does this course count towards a major or a minor?

Yes

Please list the Major / Minor and if it is Required or Elective

SLS Major - Required / SLS Minor - Elective

Is this course part of an academic program?

- This course does not fulfill academic program requirements

Does this course include any community engagement?

No

Does this course participate in the GoGlobal Program?

No

Information for Curriculum Review**Rationale and evidence for new course's consistency with departmental mission:**

This course introduces students to career opportunities in selling and the basic skills and concepts necessary for this type of career. This course is in line with the mission of the sales department.

List all student learning outcomes for this course.

1. Understand the role and importance of professional selling in business.
2. Identify the key components of the sales process.
3. Develop effective communication and interpersonal skills for sales.
4. Describe ethical principles in sales practices.
5. Demonstrate how to analyze customer needs and tailor sales approaches accordingly.
6. Demonstrate how to build and maintain customer relationships.
7. Utilize strategic planning in sales presentations and negotiations.

List any units or content areas that will be required for all sections of this course.

None

List any assignments, tests, or other assessments that will be required for all sections of this course.

A - New Course Proposal V. 7.2022 : Entry # 3578

None

List any readings or other materials that will be required for all sections of this course.

None

List any course policies that will be required for all sections of this course.

None

If you would like to specify how requirements for contact hours must be met for all sections of this course, please indicate below. (e.g., if any experiential learning activities will replace seat time)

No thank you

Is there anything else the reviewing parties should know about this new course proposal that hasn't been addressed?

I don't think so

Sample Syllabus

- [SLS_1500.docx](#)