

## **Sales Engineering Seminar Syllabus EGN 4930**

**Instructor:**

Ron Stein

Office Phone: 352-392-7047

Office location: Herbert Wertheim Laboratory for Engineering Excellence, Room 380

Office hours: By appointment. Please contact Lori DeLuco (ldeluco@ufl.edu)

Web site: UF course Canvas site

**Teaching Assistant:**

No teaching assistant

**Course Description:**

The Sales Engineering Seminar is intended for students interested in pursuing a career in sales engineering (required for students enrolled in the Sales Engineering Minor Program) and exploring the business side of the technology industry. Lectures, discussions, and exercises on practical sales engineering topics. S/U Grade.

**Course Pre-Requisites/Co-Requisites:**

None

**Course Objectives:**

The objective of this course is to give students insight into sales of companies in the technology industry and practical experience. The technology industry sell complex products, software, and services. Several practicing industry professionals will provide expertise in the area through guest lectures and discussions with students.

**Material and Supply Fees:**

Not applicable

**Required Textbooks and Software:**

None

**Recommended Materials:**

None

**Course Schedule:**

Thursday, Periods 8 & 9 (3:00 PM – 4:55 PM)

Location: WERT 370

The course is delivered weekly in the classroom through lectures and discussions with the instructor and by guest speakers along major Sales Engineering themes such as technical sales (hardware, software and services), critical soft skills for presenting your ideas and solutions to problems, networking with peers and new contacts, locating and identifying prospects, managing your time and territory, account management, ethical issues in

selling, selling internationally, and managing a sales force. The course also includes presentations by student teams and a resume workshop.

The schedule will be updated in Canvas. Due to the busy schedule of our guest speakers, the course schedule is subject to changes and students should regularly check the course Canvas page for updates to the schedule.

**Attendance Policy, Class Expectations, and Make-Up Policy:**

Attendance at all class sessions is mandatory as this class is highly interactive with multiple industry guest speakers and graded assignments are due for each.

Students are expected to arrive to class on time and to participate in class through completion. Students are expected to come to class prepared, including completion of all assigned readings and/or viewings, to actively participate in class discussions and activities.

Excused absences are consistent with university policies in the undergraduate catalogue (<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>) and require appropriate documentation.

Use of electronic devices during class sessions for non-class purposes, at the instructor's discretion, is prohibited and can result in loss of assignment points.

Except in rare circumstances at the discretion of the instructor and subject to the policies of the undergraduate catalogue, 1) assignments are to be submitted via Canvas by the stated deadline, 2) late submissions will not be accepted, 3) no credit will be given for late assignments and, 4) no-make-up assignments will be accepted.

**Grading Policy:**

Students will earn points toward their final Satisfactory/Unsatisfactory (S/U) grades for the following Assignments during the semester:

1. Attendance and Industry Speaker Executive Summary (0 to 10 points per Guest Speaker) – The schedule of Industry Guest Speakers will be published and updated on the course Canvas site. For weeks where an Industry Guest Speaker addresses the class, students will receive up to 10 points each week for both attending the full weekly class and submitting an Industry Speaker Executive Summary via Canvas for that week by the due date. While not required for each class period, over the course of the semester all students are also expected to participate in the discussion with guest speakers. To receive credit (up to 10 points) each week, the student must:
  - a. Attend the entire class during that week, including not being late to class.
  - b. Not be cited by the instructor for lack of attention (e.g., not paying attention, use of electronic devices).
  - c. Complete the Industry Speaker Executive Summary assignment by the Canvas deadline. Late submissions will not be accepted. An acceptable Speaker Executive Summary will provide a summary of the weekly speaker main points and what the

- student learned from this session. Submissions are via Canvas Assignments for that week (in-line only) and should be between 300 to 400 words per speaker. Acceptability of student attentiveness in class and the Speaker Executive Summary are at the sole discretion of the instructor. Not attending class and submitting a Speaker Executive Summary is synonymous to cheating and will be dealt with in the harshest manner per the University of Florida Student Honor Code.
- d. If unable to attend a class period due a legitimate reason per the undergraduate catalogue, students must contact the instructor prior to class for alternate options, if any (at least 5-day notice except for emergencies) before that specific class.
2. Student Team Presentation (0 to 30 points) – For this assignment, each Team Member will receive the same points – ranging from 0 points for team poor performance to 30 points for outstanding team performance, as determined by the instructor. Students will form teams to carry out the following activities for this Assignment:
- a. The final number of students per Industry Guest Speaker Team will be determined by the final class enrollment count and will be announced by the instructor via Canvas message following Drop/Add. The instructor will send a Canvas Announcement with the number of students per team.
  - b. Immediately following the instructor message, students will self-form and announce Teams as follows:
    - One student from each Industry Guest Speaker team, who will serve as the Team Lead for the semester, will post on the course Canvas Discussion Board Student Teams and Guest Speaker Match the following information for all students to see 1) the Team Member Names and 2) the Guest Speaker your Team wishes to research, contact, and introduce per the Assignment.
    - Team/Guest Speaker matches will be done on a first-come, first-serve basis - get your choices in early and please check prior submissions on the Canvas Discussion Board to see if your preferred Guest Speaker is still available.
    - Before the Canvas Discussion Board post about the Team/Guest Speaker matches, Students will be alerted via a Canvas Announcement. Students that do not declare as part of a Team per the above will have team members and a Guest Speaker Assigned by the instructor, which may include the first Guest Speaker.
  - c. The Team Lead will be introduced to the company representative by the instructor by E-mail to set up a Team video call with the Guest Speaker. The Team will get the Guest Speaker bio and information on their company's products and services from LinkedIn, the company's website, and/or online search. The Team will research the company and Guest Speaker in preparation for the following class-day activities.
  - d. On the day of the company presentation:
    - The full Team will meet the company representative before class at their parking spot designated by Lori DeLuco (ldeluco@ufl.edu; 352-392-7047). The parking pass is handed out in class at least a week before the scheduled talk by the Industry Guest Speaker. This will allow the team to introduce themselves to the company representative and escort them to the classroom.

The Team Lead should confirm the location ahead of time with the representative to ensure connecting.

- The Student Team will introduce the Guest Speaker and company in a professional manner: approximately 3 minutes.
  - Prior to the Guest Speaker's presentation, the Student Team will provide a sales engineering presentation of one of the company's primary product lines to a technical customer played by the Guest Speaker and instructor: approximately 5 minutes.
  - The Guest Speaker will do their presentation with questions during their presentation or after at their discretion. Each member of the presenting team should have a question already in mind to get the questions started.
3. Student Resume Workshop and Submission (Up to 10 points) – Students will attend the in-class resume workshop held during one of the regular class sessions and submit a Resume via Canvas (MS Word or PDF). Students must attend and complete both for points. The instructor will grade the Resume based on student effort, including grammar, typos, etc.
  4. LinkedIn Page and Presentation (Up to 10 points) – Students will develop/improve a LinkedIn page using the following as a guide:  
<https://socialmediamarketing.net/linkedin-profile/>.  
Students will submit their profile URL for grading in satisfaction of this assignment.
  5. The Sales Engineering Seminar Key Takeaways Summary (Up to 10 points) – During the final week of class, the instructor will lead a discussion on principles and points stressed during the semester by speakers and the instructor. Students will receive up to 10 points for both attending the full final class and submitting a Key Takeaways Summary via Canvas by the deadline for that week. The Key Takeaways Summary will include 3 to 5 important ideas and knowledge gained that resonated with the student and why that is personally significant. The Key Takeaways Summary should be between 300 to 400 words. Note that there is no student team assigned for this week.

Maximum possible points for assignments are as follows:

1. Attendance & Speaker Exec. Summary – 10 points per speaker – 100 points total
2. Student Team Presentation – 30 points total
3. Student Resume Workshop and Submission – 10 points total
4. LinkedIn Page Submission – 10 points total
5. Attendance & Key Takeaways Summary - 10 points

*Total Available Points – 160 points.*

Note that there are ten (10) Industry Guest Speakers scheduled for this semester.

A grade of S will be awarded to students who earn 70% or greater of total available points (112 points or greater) during the semester. A grade of U will be awarded to

students who earn less than 70% of total available points (less than 112 points) during the semester.

### **Students Requiring Accommodations**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

### **Course Evaluation**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

### **University Honesty Policy**

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.” On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs, if any, in this class.

### **AI Use Policy**

If you choose to use Generative AI (e.g., ChatGPT, BingAI) in completing any of your work in this class, please note the guidelines below that must be followed. Be aware of the limits of Generative AI such as ChatGPT and BingAI:

- The results you get are very dependent on the prompts you use and how well you define those prompts. If you want to get good outcomes, you need to work to refine your prompts to achieve the best results.
- Numbers and facts you may get when using Generative AI could be completely wrong. Unless you can independently confirm the results through another source, do not trust that they are correct. You will be responsible for any incorrect numbers or facts you get from the tool.
- AI is a tool and as such you must acknowledge that you used it in completing any work for the class. You must include a paragraph at the end of any assignment in which you used AI explaining how you used it and what prompts you used to get the results. Failure to do so will be considered a violation of the UF Academic Honesty Policy.

- Be thoughtful about how you use this tool and don't use it when it is not appropriate for the case or circumstance.

### **Software Use**

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### **Student Privacy**

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

### **Commitment to a Safe and Inclusive Learning Environment**

The Herbert Wertheim College of Engineering values varied perspectives and lived experiences within our community and is committed to supporting the University's core values, including the elimination of discrimination. It is expected that every person in this class will treat one another with dignity and respect regardless of race, creed, color, religion, age, disability, sex, sexual orientation, gender identity and expression, marital status, national origin, political opinions or affiliations, genetic information, and veteran status.

If you feel like your performance in class is being impacted by discrimination or harassment of any kind, please contact your instructor or any of the following:

- Your academic advisor or Graduate Program Coordinator
- HWCOE Human Resources, 352-392-0904, [student-support-hr@eng.ufl.edu](mailto:student-support-hr@eng.ufl.edu)
- Curtis Taylor, Associate Dean of Student Affairs, 352-392-2177, [taylor@eng.ufl.edu](mailto:taylor@eng.ufl.edu)
- Toshikazu Nishida, Associate Dean of Academic Affairs, 352-392-0943, [nishida@eng.ufl.edu](mailto:nishida@eng.ufl.edu)

### **Campus Resources:**

#### *Health and Wellness*

#### **U Matter, We Care:**

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575 so that a team member can reach out to the student.

**Counseling and Wellness Center:** <http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

#### **Sexual Assault Recovery Services (SARS)**

Student Health Care Center, 392-1161.

**University Police Department** at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

*Academic Resources*

**E-learning technical support**, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.

**Career Resource Center**, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/>.

**Library Support**, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

**Teaching Center**, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/>.

**Writing Studio, 302 Tigert Hall**, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/>.

**Student Complaints Campus**: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>; <https://care.dso.ufl.edu>.

**On-Line Students Complaints**: <https://distance.ufl.edu/getting-help/>; <https://distance.ufl.edu/state-authorization-status/#student-complaint>.