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| **PROGRAM** | **Master of Business Administration** |
| **SEMESTER** | **4** |
| **COURSE TITLE** | **Sales and Distribution Management** |
| **COURSE CODE** | **04MB0409** |
| **COURSE CREDITS** | **3** |
| **COURSE DURATION** | **42 Hrs (42 sessions of 60 minutes each)** |

**Course Outcomes**:

* Understand Sales Management and its importance in marketing
* Describe the significant Sales Strategies and Sales Management responsibilities that a salesperson/Manager faces as the point of contact representing a specific company or service within the marketplace.
* Able to Manage and enhance the sales force productivity and performance
* Evaluate the role of Sales manager and their responsibilities in recruiting, motivating, managing and leading sales team
* Able to Design and implement distribution channel strategy and know how to manage the Channels efficiently and effectively

# Course Contents:

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| **Unit**  **No** | **Unit / Sub Unit** | **Sessions** |
| **I** | **Objective of Sales Management;** Business Environment & Sales practices; concept of sales force in marketing; Theories in Sales management; Personal Selling process – Stages & Sales strategies; Case Study in Sales. | 07 |
| **II** | **Understanding Sales Analysis and Sales Forecasting;** Sales Budget – Methods, Precautions, Advantages; Territory Management in Sales – Concept; Criteria’s of territory formation; Methods; Quotas in Sales – Types, Methods, Characteristics, Limitations; Designing; Case Study. | 12 |
| **III** | **Directing Sales force** :Responsibilities of Sales force; Recruitment & Training in Sales – Sources of Recruitment, Selection Process, Methods of selection process; Sales Compensation- Types; Case Study | 07 |
| **IV** | **Marketing Channel**: Functions & Importance in Logistics Management, Technology in Logistics, Local & Global Challenges in  Logistics; Evolution of Marketing Channels; Roles & Functions of | 08 |

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|  | Channel members; Designing Channels & Channel Structure; Channel Integration – VMS, HMS, Hybrid Channel; Case Study |  |
| **V** | **Channel Management; Channel Performance;** **Channel Conflict; Channel Information System; Wholesaling** – Types, Features, Strategic Issues, Challenges, Trends; Retailing – Importance, Evolution, Wheel of Retailing, Classification, Strategic Issues, Trends, Scope of Logistics  – **Introduction,**Types, Supply Chain Management; Inventory Management – Warehousing, Transportation; Distribution management in International markets; Case Study | 08 |

# Evaluation:

**The students will be evaluated on a continuous basis and broadly follow the scheme given below:**

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|  | **Particulars** | **Weight age** |
| A | Continuous Evaluation Component (Assignments /  Presentations/ Quizzes / Class Participation/ etc.) | 20% (C.E.C.) |
| B | Internal Assessment | 30% (I.A.) |
| C | End-Semester Examination | 50% (External Assessment) |

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**Text Books:**

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| **Sr. No.** | **Author/s** | **Name of the Book** | **Publisher** | **Edition & year of publication** |
| **T-01** | Krishna Havaldar & Vasant M. Cavale | Sales & Distribution Management | Tata McGraw-Hill Education | 2006 |

**Reference Books:**

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| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition and Year of Publication** |
| **R-01** | Richard R. Still | Sales Management: Decision Strategy and  Cases | Prentice Hall of India, | 1987 |
| **R-02** | Pingali Venugopal | Sales & Distribution Management – An  Indian Perspective | Sage Publications India Pvt Ltd. | Latest |