

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
SEMESTER	5
COURSE TITLE	SALES MANAGEMENT
COURSE CODE	04BH0511
COURSE CREDITS	3

Course Outcomes: After completion of this course, student will be able to:

- 1 Students will understand the basics of Sales Management.
- 2 At the end of the course, students will be able to evaluate the role of salesmen.
- 3 This course will enable students to analyze the various concepts of Sales.

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	0	0	50	50	0	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Sales Management Nature and Importance of sales management; Importance and Objectives of Sales Department; Role of a Sales Manager & Sales Executive, Functions of Sales Manager & Sales Executive; Types of sales management positions; Qualities of Salesperson; Relationship with Top Management; Personal Selling Skills, Theories in Sales - AIDAS & ACMEE model. Case Study	12
2	Nature and Characteristics and Importance of Personal Sellin Theories of personal selling; Personal selling objectives; Importance of Communication in Sales, Opening and Closing a Sale; Negotiation and Sales Management; Negotiation Strategies. Case Study	12
3	Sales Analysis Need, Type; Effective Sales Forecasting; Forecasting Methods; Difficulties in Forecasting; Sales Budgeting; Types, Advantages. Case Study	12
Total Hours		36

Textbook :

- 1 Sales and Distribution Management, Krishna Havaladar and Vasant Cavale, McGraw Hill , 2007
- 2 Sales and Distribution Management – An Indian Perspective, Pingali Venugopal, SAGE, 2008
- 3 Sales and Distribution Management – Text and Cases An Indian Perspective, S. L. Gupta, Excel Books, 2010
- 4 Sales & Distribution Management, Tapan K. Panda Sunil Sahadev, Oxford University Press, 2011

References:

- 1 Sales & Distribution Management, Sales & Distribution Management, Richard R. Still, Edward W. Cundiff, et al, Pearson, 2017
- 2 Sales Management, Sales Management, Pradip Mallik, Oxford University Press, 2011
- 3 Sales Management , Sales Management , Jeff Tanner, Earl Honeycutt, Robert Erffmeyer, Pearson, 2013

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 NONE