



Masters of Business Administration (MBA) – Semester – 3

Course Teaching Plan

Course Title: Sales & Distribution Management (SDM)

Course Code: 240031303

Course Credit: 4.0

1. Course Introduction:

Rapid changes in technology, a higher level of customer orientation, the globalization of business, and increasing competition have made sales and distribution management critical for the success of any business enterprise. Sales and Distribution Management as a composite function of marketing focuses on the development of a sound sales and distribution strategy, the management of marketing channels, and the sales force management in a business organisation. This course adopts an integrated approach to the study of sales & distribution management and its important role in building successful business organisation.

2. Course Objective:

- To help students understand the significance of Sales as a critical source of business competitiveness and long term success.
- To understand the theoretical and practical foundation of Sales management as a crucial learning experience for leading all other business functions effectively.
- To Reflect critically on practical and theoretical issues concerning Sales Force Management.
- To help students understand the concepts of distribution and channel management which are strong pillars for sales.

3. Course Learning Outcomes:

- CLO1: Understand the fundamentals of sales and sales management.
- CLO2: Ability to differentiate in business selling and consumer selling and find innovative ways to increase market sales.
- CLO3: Ability to manage and control sales force.
- CLO4: Understand the need of marketing channels and the role of channel members and their functions.
- CLO5: Develop and use some basic strategies in channel management for setup, design, and maintenance of channels.

CLO –PO Mapping Matrix

	PO1	PO2	PO3	PO4	PO5
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CLO1: Understand the fundamentals of sales and sales management.	2	2	3	3	3
CLO2: Ability to differentiate in business selling and consumer selling and find innovative ways to increase market sales.	3	3	2	-	3
CLO3: Ability to manage and control sales force	1	3	3	3	3
CLO4: Understand the need of marketing channels and the role of channel members and their functions	3	2	2	1	2
CLO5: Develop and use some basic strategies in channel management for setup, design, and maintenance of channels	3	3	2	1	-

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

4. Course Contents and Session Plan:

Session No	Syllabus Content
UNIT I: Introduction to Sales Management, Sales Process, Selling skills and Selling Theories including the sales organisation structure	
1-2	Introduction to Sales Management and Role of Salesperson, Salesman positions
3-4	Practical assignment on understanding the sales frequency and sales margin for different products in retail outlets
5-8	Selling skills, Personal Selling Process and Selling Theories Explanation of topics through field examples and role play
9-10	Sales organisation Structures
11	Challenges and opportunities in Sales
UNIT II: Managing Sales Force and Controlling Sales Efforts	
12-14	Sales Forecasting Methods & Estimation of Sales force size
15-16	Sales Volume Budget & Sales Quotas
17-18	Sales territories

19-23	Sales Force Management, Recruitment, Training, Motivating, Compensating, Managing expenses, Sales meeting & contests
24	Team work: Success Mantra in Sales
UNIT III: Distribution Management, Managing Market Channel and Channel Institutions	
25-26	Distribution Management: Introduction to Marketing Channels-Structure function & flows-Channel Participants-Type and number of intermediaries
27-28	Channel Institutions: Retailing & Wholesaling
29-30	Designing Channel systems- Channel Intensity, Channel Design process, Selecting Channel Partners
31	Importance of Channel Partners in Sales
UNIT IV- Channel Information System, International SDM and Market logistics and SCM	
32--33	Channel Management- Channel Policies,Conflict Management
34-35	Channel Information Systems: Elements of CIS, Designing of a CIS, Channel Performance Evaluation
36-40	Capstone Project

5. Assessment Scheme:

Specific assessment method	% Weightage	Theory	Practical
Exam	50%	√	√
Class Participation	10%	√	
Assignment	10%	√	√

Capstone Project	30%		√
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- *Please tick the appropriate cell in CLO matrix*
- *Use continuous assessment methods of your choice*

6. Educational Resources

Educational Resources	Description
.Text Book	Sales & Distribution Management: Decisions, strategies & Cases Author: Richard Still, Edward Cundiff, Norman Govoni and Sandeep Puri, 6 th Edition, Pearson
ii. Reference Book	1. Sales & Distribution Management, Texts and Cases. Author: Krishna Havaldar and Vasant Cavale 2 nd Edition, McGraw Hill
iii. Journals/ Magazine/periodicals	1. International Journal of Sales & Marketing 2. International Journal of Marketing 3. Journal of Retailing & Consumer Services 4. Marketing, Sales & Service
iv. Video lecture (NPTEL, MOOC, YouTube lecture)	MOOC on Sales & Distribution Management offered by NPTEL and UdeMy: https://onlinecourses.nptel.ac.in/noc20_mg13/preview https://www.udemy.com/courses/business/sales/