**Syllabus for Master of Business Administration, 3rd Semester**

**Functional Area Specialization: Marketing Management**

**Subject Name: Sales and Distribution Management (SDM)**

**Subject Code: 4539213**

**With effective from academic year 2018-19**

# Learning Outcomes:

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| --- | --- |
| **Learning Outcome Component** | **Learning Outcome** |
| Business Environment and Domain Knowledge (BEDK) | * Demonstrate an understanding of Sales & Distribution function and examine its role as an integral part of

marketing function. |
| Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI) | * Ability to analyse differences in business selling and consumer selling and find innovative ways to increase

market sales. |
| Global Exposure and Cross- Cultural Understanding (GECCU) | * Interpret the global nature of sales function and illustrate how culture plays a vital role in the differences in sales practices.
 |
| Social Responsiveness and Ethics (SRE) | * Recommend and practice ethical sales practices while conducting business.
 |
| Effective Communication (EC) | * Assess the importance of business communication while conducting the sales and distribution activities.
 |
| Leadership and Teamwork (LT) | * Collaborate amongst the sales team and improve the team’s performance to maximize sales.
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1. **Course Duration:** The course duration is of **40 sessions of 60 minutes** each.

# Course Contents:

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| --- | --- | --- | --- |
| **Module No:** | **Contents** | **No. of Sessions** | **70 Marks (External****Evaluation)** |
| **I** | **Introduction to Sales Management:*** Nature and Importance of sales management
* Role of a Sales Manager
* Types of sales management positions
* Theories of personal selling
* Personal selling objectives
* Sales forecasting methods
* Sales Related Marketing Policies

**Organizing & Driving Sales Efforts:*** Personal Selling Process
* Kind and Size of the Sales Force
* Sales Organization Structures
* Sales Territories & Quotas
* Sales Budgets
 | 10 | 18 |
| **II** | **Sales Force Management*** Sales Job Analysis
* Sales Force Compensation Structure
* Sales Force Motivation
* Sales Contests

**Sales Force Supervision:*** Sales Expenses
 | 10 | 17 |
|  | * Sales Performance Evaluation
* Sales Reports
* Sales Audits
 |  |  |
| **III** | **Distribution Management:*** Introduction
* Need and scope of distribution management
* Marketing channels strategy
* Levels of channels
* Functions of channel partners
* Evolution & possible channel formats.

**Channel Institutions:*** Retailing & wholesaling.

**Designing channel systems**:* Channel Intensity
* Channel Design Process
* Selecting Channel Partners

**Channel Management**:* Channel Policies
* Power Bases in managing channel partners
* Conflict management
 | 10 | 18 |
| **IV** | **Channel Information Systems:*** Elements of CIS
* Designing of a CIS
* Channel Performance Evaluation

**Market logistics and supply chain management:*** Definition & scope of logistics
* Component/s of logistics
* Inventory & warehouse management
* Transportation, technology in logistics and SCM

**International SDM:*** Nature of International Markets
* Sales & distribution management in international markets
 | 10 | 17 |
| **V** | **Practical:*** Interview sales people from various industries/sectors and understand personal selling process practically.
* Visit wholesalers and understand their territorial plans.
* Visit different retail stores and analyze point of sale displays.
* Visit various supermarkets and compare them on the basis of assortments and services.
 | --- | (30 marks CEC) |
|   | * Understand process of personal selling of multilevel marketing channels and medical representatives.
* Understand supply chain of various e commerce companies.
* Understand in detail unique distribution projects like ITC E-Choupal, Mumbai Dabbawala, HUL project

Shakti etc. |  |  |

1. **Pedagogy:**
	* ICT enabled Classroom teaching Lectures
	* Case Discussions and Role Playing
	* Audio-visual Material (Using CDs/Clippings/ online videos)
	* Assignments and Presentations
	* Experts from industry in sales and distribution management can be invited frequently to share practical knowledge.

# Evaluation:

Students shall be evaluated on the following components:

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| --- | --- | --- |
| **A** | **Internal Evaluation** | **(Internal Assessment- 50 Marks)** |
| * Continuous Evaluation Component
 | 30 marks |
| * Class Presence & Participation
 | 10 marks |
| * Quiz
 | 10 marks |
| **B** | **Mid-Semester examination** | **(Internal Assessment-30 Marks)** |
| **C** | **End –Semester Examination** | **(External Assessment-70 Marks)** |

# Reference Books:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr.****No.** | **Author** | **Name of the Book** | **Publisher** | **Year of****Publication** |
| 1 | Krishna K. Havaldar,Vasant M. Cavale | Sales & DistributionManagement | Tata McGrawHill | 2014 / 2nd |
| 2 | Richard R. Still,EdwardW. Cundiff,NormanA.P. Govoni, Sandeep Puri | Sales and Distribution Management :Decisions, Strategies & Cases | Pearson | 2017 / 6th |
| 3 | Ramendra Singh | Sales and DistributionManagement – A Practic- Based Approach | VikasPublishing House Pvt. Ltd | 2018 |
| 4 | Dr. S. L. Gupta | Sales & DistributionManagement | Excel Books | LatestEdition |
| 5 | Tapan K. Panda,Sahadev Sunil | Sales & DistributionManagement | Oxford | 2011 / 2nd |
| 6 | David Jobber, GeoffreyLancaster | Sales & DistributionManagement | Pearson | 2018 / 10th |
| 7 | Johnson F.M., Kurtz D.L., Scheuing E.E. | Sales Management:Concepts, Practice, and Cases | Tata McGraw Hill | Latest Edition |

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

# List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Professional selling and Relationship Marketing
2. Journal of Personal Selling & Sales Management.
3. Journal of Marketing Channels
4. Journal of Supply Chain Management
5. International Journal of Retail and Distribution Management.
6. <https://www.sellingpower.com/>