**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. |

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:

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| --- | --- | --- | --- | --- |
| **Sr.**  **No.** | **Author** | **Name of the Book** | **Publisher** | **Year of**  **Publication** |
| 1 | Krishna K. Havaldar,  Vasant M. Cavale | Sales & Distribution  Management | Tata McGraw  Hill | 2014 / 2nd |
| 2 | Richard R. Still,Edward  W. Cundiff,Norman  A.P. Govoni, Sandeep Puri | Sales and Distribution Management :  Decisions, Strategies & Cases | Pearson | 2017 / 6th |
| 3 | Ramendra Singh | Sales and Distribution  Management – A Practic- Based Approach | Vikas  Publishing House Pvt. Ltd | 2018 |
| 4 | Dr. S. L. Gupta | Sales & Distribution  Management | Excel Books | Latest  Edition |
| 5 | Tapan K. Panda,  Sahadev Sunil | Sales & Distribution  Management | Oxford | 2011 / 2nd |
| 6 | David Jobber, Geoffrey  Lancaster | Sales & Distribution  Management | 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/>