

Department of Business Management
Sankalchand Patel College of Engineering, Visnagar
Course Outline, Schedule and Evaluation scheme
Sales and Distribution Management, Sem-III, Batch-2008-10

Date.: 08/07/2009

SUBJECT : Sales and Distribution Management

FACULTY : Mr. Parimal Trivedi & Mr. Bhavesh Parmar.

OBJECTIVE: Objective of this course is to acquaint the students with the concepts, tools and techniques of sales and distribution management in Indian context. It will also expose the students with the current practices in the field.

CONTENTS:

Sales Management : Introduction to Sales Management, Personal Selling Process, Planning and Organizing Sales Force, Staffing the Sales Force, Training the Sales Force, Directing the Sales Force, Motivating and Leading The Sales Force, Controlling and Evaluation the Sales Force, Social, Ethical, and Legal Responsibilities, sales budget, sales quota and territory management.

Distribution Management: Introduction to Distribution Management, Marketing Channels, Channel Institutions, Wholesaling, Retailing, Franchising, Non-Store Retailing and Electronic Channels, Channel Planning, Channel Management, Channel Information Systems, Market Logistics & Supply Chain Management.

TEXT BOOK FOR READING : Sales and distribution Management

By Havaladar K.K., Cavale V.M. TMH

REFERENCE BOOK : #Ref. 1# Sales and distribution Management

By Panda, Tapan K., Oxford Uni Press

EVALUATION SCHEME : MID – SEM. EXAMINATION - 30%

QUIZZES - 20 %

Case study - 05%

ATTENDANCE - 05 %

END – SEMESTER EXAMINATION* - 40 %

SCHEDULE – SALES AND DISTRIBUTION MANAGEMENT

SESSIONS	PRE-LECTURE READING (PLR) TOPICS
2	Sales Management : Introduction to Sales Management
1	Personal Selling Process
2	Planning and Organizing Sales Force
1	Staffing the Sales Force
1	Training the Sales Force
1	Directing the Sales Force
1	Motivating and Leading The Sales Force
2	Controlling and Evaluation the Sales Force
1	Ethical, and Legal Responsibilities
1	sales budget
2	sales quota and territory management
1	Distribution Management: Introduction to Distribution Management
1	Marketing Channels
1	Channel Institutions
2	Wholesaling, Retailing, Franchising
1	Non-Store Retailing and Electronic Channels
2	Channel Planning, Channel Management
1	Channel Information Systems
2	Market Logistics & Supply Chain Management

*End-semester examination will be conducted by the university and will cover full syllabus.