



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Vocation (B.Voc), 2nd Semester

Branch: Sales and Marketing

Subject Name: Role of Sales manager

Subject Code: 1112207

(On job Training)

With effective
from academic
year 2021-22

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			C	ESE (E)	PA (M)	ESE (V)	PA (I)	
-	-	15	15	-	-	100	100	200

L- Lectures; T- Tutorial; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Content:

Sr. No.	Content	Hrs.
1	Sales Process	20
2	Skills required by a Sales Manager	40
3	Techniques used by Sales Manager to increase sales	40
4	Training to Sales Manager	40
5	Performance Evaluation of a Sales Manager	40
6	Role of a Sales Manager	20
	Total	200

Course Outcomes:

After learning the course the students should be able to:

1. Build knowledge regarding importance of Sales Manager.
2. Develop desired skills and competence to become effective Sales Manager.
3. Understand sales process and analyze techniques for enhancing sales.