



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Vocation (B.Voc), 4th Semester

Branch: Sales & Marketing Management

Subject Name: Sales & Distribution Management

Subject Code: 1142203

Teaching and Examination Scheme:

Teaching Scheme			Credit C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	0	3	50	0	0	0	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Contents:

Sr. No.	Practical / Hands on Exercise	Teaching Hrs.	Module % Weightage
1	UNIT-I <ul style="list-style-type: none"> • Introduction to Sales Management • Nature and Importance of sales management • The Selling process, • Objectives of Sales Management, • Managing Sales Information, • Sales Organization Structures 	10	25
2	UNIT-II <ul style="list-style-type: none"> • Sales Force Management, • Recruitment and Selection of Sales force, • Training the sales force, • Sales Contests, • Sales Reports, Sales force compensation, • Evaluating and Controlling sales force 	10	25
3	UNIT-III <ul style="list-style-type: none"> • Introduction of Distribution Management, • Need and scope of distribution management, • Levels of channels, • Functions of channel partners, • Factors Affecting Selection of Channel Partners, • Retailing & wholesaling, Franchising 	12	30
4	UNIT-IV <ul style="list-style-type: none"> • Channel Information Systems (CIS), • Elements of CIS, • Designing of a CIS, • Channel Performance Evaluation, • Supply Chain Management, • Inventory & warehouse management 	10	20
	Total	42	

Reference Books:

1. Sales & Distribution Management by Krishna K Havaldar, V M Cavale
2. Sales & Distribution Management by Tapan K Panda , Sunil Sahadev



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Suggested Specification table with Marks (Theory): (For BVOC only)

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
15	15	20	0	0	0

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate
C: Create and above Levels (Revised Bloom's Taxonomy)

Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	Students will learn About Sales Management & How To Manage Sales	25
CO-2	Students will learn About Sales Force Management	25
CO-3	Students will learn About Distribution Management & Distribution Channels	30
CO-4	Students will learn About The Channel Information System & Supply Chain Management With Warehouse Management	20