



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Master of Business Administration (Part-Time), 5<sup>th</sup> Semester**  
**Functional Area Specialization: Marketing Management**  
**Subject Name: Sales and Distribution Management (SDM)**  
**Subject Code: 4559911**

With effective  
from academic  
year 2018-19

**1. Learning Outcomes:**

<b>Learning Outcome Component</b>	<b>Learning Outcome</b>
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>Demonstrate an understanding of Sales &amp; Distribution function and examine its role as an integral part of marketing function.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>Ability to analyse differences in business selling and consumer selling and find innovative ways to increase market sales.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>Interpret the global nature of sales function and illustrate how culture plays a vital role in the differences in sales practices.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>Recommend and practice ethical sales practices while conducting business.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>Assess the importance of business communication while conducting the sales and distribution activities.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>Collaborate amongst the sales team and improve the team's performance to maximize sales.</li> </ul>

**2. Course Duration:** The course duration is of **40 sessions of 60 minutes** each.

**3. Course Contents:**

<b>Module No:</b>	<b>Contents</b>	<b>No. of Sessions</b>	<b>70 Marks (External Evaluation)</b>
<b>I</b>	<p><b>Introduction to Sales Management:</b></p> <ul style="list-style-type: none"> <li>Nature and Importance of sales management</li> <li>Role of a Sales Manager</li> <li>Types of sales management positions</li> <li>Theories of personal selling</li> <li>Personal selling objectives</li> <li>Sales forecasting methods</li> <li>Sales Related Marketing Policies</li> </ul> <p><b>Organizing &amp; Driving Sales Efforts:</b></p> <ul style="list-style-type: none"> <li>Personal Selling Process</li> <li>Kind and Size of the Sales Force</li> <li>Sales Organization Structures</li> <li>Sales Territories &amp; Quotas</li> <li>Sales Budgets</li> </ul>	10	18
<b>II</b>	<p><b>Sales Force Management</b></p> <ul style="list-style-type: none"> <li>Sales Job Analysis</li> <li>Sales Force Compensation Structure</li> <li>Sales Force Motivation</li> <li>Sales Contests</li> </ul> <p><b>Sales Force Supervision:</b></p> <ul style="list-style-type: none"> <li>Sales Expenses</li> </ul>	10	17



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Master of Business Administration (Part-Time), 5<sup>th</sup> Semester**  
**Functional Area Specialization: Marketing Management**  
**Subject Name: Sales and Distribution Management (SDM)**  
**Subject Code: 4559911**

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

	<ul style="list-style-type: none"> <li>• Sales Performance Evaluation</li> <li>• Sales Reports</li> <li>• Sales Audits</li> </ul>		
<b>III</b>	<p><b>Distribution Management:</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Need and scope of distribution management</li> <li>• Marketing channels strategy</li> <li>• Levels of channels</li> <li>• Functions of channel partners</li> <li>• Evolution &amp; possible channel formats.</li> </ul> <p><b>Channel Institutions:</b></p> <ul style="list-style-type: none"> <li>• Retailing &amp; wholesaling.</li> </ul> <p><b>Designing channel systems:</b></p> <ul style="list-style-type: none"> <li>• Channel Intensity</li> <li>• Channel Design Process</li> <li>• Selecting Channel Partners</li> </ul> <p><b>Channel Management:</b></p> <ul style="list-style-type: none"> <li>• Channel Policies</li> <li>• Power Bases in managing channel partners</li> <li>• Conflict management</li> </ul>	10	18
<b>IV</b>	<p><b>Channel Information Systems:</b></p> <ul style="list-style-type: none"> <li>• Elements of CIS</li> <li>• Designing of a CIS</li> <li>• Channel Performance Evaluation</li> </ul> <p><b>Market logistics and supply chain management:</b></p> <ul style="list-style-type: none"> <li>• Definition &amp; scope of logistics</li> <li>• Component/s of logistics</li> <li>• Inventory &amp; warehouse management</li> <li>• Transportation, technology in logistics and SCM</li> </ul> <p><b>International SDM:</b></p> <ul style="list-style-type: none"> <li>• Nature of International Markets</li> <li>• Sales &amp; distribution management in international markets</li> </ul>	10	17
<b>V</b>	<p><b>Practical:</b></p> <ul style="list-style-type: none"> <li>• Interview sales people from various industries/sectors and understand personal selling process practically.</li> <li>• Visit wholesalers and understand their territorial plans.</li> <li>• Visit different retail stores and analyze point of sale displays.</li> <li>• Visit various supermarkets and compare them on the basis of assortments and services.</li> </ul>	---	(30 marks CEC)



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Master of Business Administration (Part-Time), 5<sup>th</sup> Semester**  
**Functional Area Specialization: Marketing Management**  
**Subject Name: Sales and Distribution Management (SDM)**  
**Subject Code: 4559911**

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

	<ul style="list-style-type: none"> <li>• Understand process of personal selling of multilevel marketing channels and medical representatives.</li> <li>• Understand supply chain of various e commerce companies.</li> <li>• Understand in detail unique distribution projects like ITC E-Choupal, Mumbai Dabbawala, HUL project Shakti etc.</li> </ul>		
--	---	--	--

**4. 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.

**5. Evaluation:**

Students shall be evaluated on the following components:

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

**6. Reference Books:**

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Krishna K. Havaladar, Vasant M. Cavale	Sales & Distribution Management	Tata McGraw Hill	2014 / 2 <sup>nd</sup>
2	Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sandeep Puri	Sales and Distribution Management : Decisions, Strategies & Cases	Pearson	2017 / 6 <sup>th</sup>
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 / 2 <sup>nd</sup>
6	David Jobber, Geoffrey Lancaster	Sales & Distribution Management	Pearson	2018 / 10 <sup>th</sup>
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.



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Master of Business Administration (Part-Time), 5<sup>th</sup> Semester**  
**Functional Area Specialization: Marketing Management**  
**Subject Name: Sales and Distribution Management (SDM)**  
**Subject Code: 4559911**

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

**7. 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/>