



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Master of Business Administration (Part – Time), 4th Semester
Specialization: Marketing Management
Subject Name: Sales and Distribution Management
Subject Code: 5549923

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Evaluate</i> the potential for sales management and marketing channels to contribute to the creation of customer value.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Formulate</i> strategies, policies and systems to manage a sales force for a given marketing organization. • <i>Formulate</i> marketing channel strategies, policies and systems for a given marketing organization, including channel information systems.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Appraise</i> about the latest developments in logistics and supply chain management happening globally, and <i>assess</i> their applicability while formulating marketing channel strategies.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>List</i> down efforts to ensure ethical sales practices for a given sales system.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Demonstrate</i> salesmanship through personal and impersonal interactions for a defined sales effort.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Demonstrate</i> leadership and team work capabilities in selling situations.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 5549923	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Evaluate</i> the potential for sales management and marketing channels to contribute to the creation of customer value.	3	2	3	-	-	-	-	-	3
LO2: <i>Formulate</i> strategies, policies and systems to manage a sales force for a given marketing organization.	-	2	3	-	-	-	-	-	1
LO3: <i>Formulate</i> marketing channel strategies, policies and systems for a given marketing organization, including channel information systems.	-	3	3	1	-	2	-	-	-
LO4: <i>Appraise</i> about the latest developments in logistics and supply chain management happening globally, and <i>assess</i> their applicability while formulating marketing channel strategies.	-	-	3	1	3	-	-	-	2
LO5: <i>List</i> down efforts to ensure ethical sales practices for a given sales system.	-	-	-	-	-	-	3	-	1



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LO6: <i>Demonstrate</i> salesmanship through personal and impersonal interactions for a defined sales effort.	3	-	-	3	-	-	-	3	3
L07: <i>Demonstrate</i> leadership and team work capabilities in selling situations.	3	-	-	-	-	3	-	2	3

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

3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<p>Introduction to Sales Management:</p> <ul style="list-style-type: none"> • 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 <p>Organizing & Driving Sales Efforts:</p> <ul style="list-style-type: none"> • Personal Selling Process • Kind and Size of the Sales Force • Sales Organization Structures • Sales Territories & Quotas • Sales Budgets 	10	18
II	<p>Sales Force Management</p> <ul style="list-style-type: none"> • Sales Job Analysis • Sales Force Compensation Structure • Sales Force Motivation • Sales Contests <p>Sales Force Supervision:</p> <ul style="list-style-type: none"> • Sales Expenses • Sales Performance Evaluation • Sales Reports • Sales Audits 	10	17
III	<p>Distribution Management:</p> <ul style="list-style-type: none"> • Introduction • Need and scope of distribution management • Marketing channels strategy • Levels of channels • Functions of channel partners • Evolution & possible channel formats. <p>Channel Institutions:</p> <ul style="list-style-type: none"> • Retailing & wholesaling. 	10	18



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	<p>Designing channel systems:</p> <ul style="list-style-type: none"> • Channel Intensity • Channel Design Process • Selecting Channel Partners <p>Channel Management:</p> <ul style="list-style-type: none"> • Channel Policies • Power Bases in managing channel partners • Conflict management 		
IV	<p>Channel Information Systems:</p> <ul style="list-style-type: none"> • Elements of CIS • Designing of a CIS • Channel Performance Evaluation <p>Market logistics and supply chain management:</p> <ul style="list-style-type: none"> • Definition & scope of logistics • Component/s of logistics • Inventory & warehouse management • Transportation, technology in logistics and SCM <p>International SDM:</p> <ul style="list-style-type: none"> • Nature of International Markets • Sales & distribution management in international markets 	10	17
V	<p>Practical:</p> <ul style="list-style-type: none"> • 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. • 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. • 	---	(30 marks CEC)

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.



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5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• 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)

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 nd
2	Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sandeep Puri	Sales and Distribution Management : Decisions, Strategies & Cases	Pearson	2017 / 6 th
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 nd
6	David Jobber, Geoffrey Lancaster	Sales & Distribution Management	Pearson	2018 / 10 th
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.

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/>