

MBA II Semester III
Sales & Distribution Management (SDM)

1. Course Objective:

The objective of this course is to help students understand the Sales & Distribution functions as integral part of marketing functions in a business firm. Globalization, increased competition, rapid changes in communication and information technology and need for higher level of customer orientation have made sales and distribution management extremely important. This course will make students appreciate the role of sales managers in the context of Indian economy with particular reference to essential consumer and industrial goods and services.

2. Course Duration:

The course will have 40 sessions of 75 minutes duration.

3. Course Contents:

Assignment of sessions to the modules of course is as follows:

Module No.	Modules / Sub-Modules	Sessions	Marks (20% of 70 each)
I	Introduction to Sales & Distribution Management: Nature and scope of sales management, personal selling objectives, Types of sales management positions, Theories of personal selling, personal selling strategies, sales forecasting and budgeting decisions, emerging trends in selling, ethical leadership, case analysis.	8	14
II	Personal Selling Process, Sales Territories & Quotas: Selling process, relationship selling, Designing Sales Territories, sales quotas and sales organisation structures, case Analysis	8	14
III	Sales Force Management: Recruitment and selection of sales force, Training, motivating and compensating the salesforce, controlling the salesforce, case analysis	8	14
IV	Distribution Management: Introduction, need and scope of distribution management, marketing channels strategy, levels of channels, institutions for channels- retailing wholesaling, designing channel systems, channel management, case analysis.	8	14
V	Market logistics and supply chain management: Definition & scope of logistics, Components of logistics, inventory & warehouse management, transportation, channel information systems, distribution	8	14

Module No.	Modules / Sub-Modules	Sessions	Marks (20% of 70 each)
	management in international markets, Case analysis.		

4. Teaching Methods:

The course will use the following pedagogical tools:

- A.** Concept Discussion
- B.** Case Discussion
- C.** Projects/ Assignments/ Quizzes/ Class Participation

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Projects/ Assignments/ Quizzes/ Class Participation etc.	Weightage 10% (Internal Assessment)
B	Mid-Semester Examination	Weightage 20% (Internal Assessment)
C	End-Semester Examination	Weightage 70% (Internal Assessment)

6. Text Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
T1	Krishna K. Havaladar, Vasant M. Cavale	Sales & Distribution Management	Tata McGraw-Hill	Latest Edition
T2	Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni	Sales Management : Decisions, Strategies & Cases	Pearson	Latest Edition
T3	Johnson F.M., Kurtz D.L., Scheuing E.E.	Sales Management: Concepts, Practice, and Cases	Tata McGraw-Hill	Latest Edition

7. Reference Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
R1	David Jobber, Geoffrey Lancaster	Selling & Sales Management	Pearson	Latest Edition
R2	Tanner, Honeycutt, Erffmeyer	Sales Management	Pearson	Latest Edition
R3	Mark W. Johnston, Greg W. Marshall	Sales Force Management	Tata McGraw-Hill	Latest Edition
R4	William L. Cron, Thomas E. DeCarlo	Sales Management	Wiley	Latest Edition
R5	Dr. S. L. Gupta	Sales & Distribution Management	Excel	Latest Edition
R6	Panda Tapan K., Sahadev Sunil	Sales & Distribution Management	Oxford	Latest Edition

R7	Jackson, D.W. (Jr.); Cunningham, W. H. Cunninham, I.C.M.	Selling The Personal Force in Marketing	John Willey & Sons	Latest Edition
R8	Anne T. Coughlan, Erin Anderson, Louis W. Stern, Adel I El Ansary, R. C. Natarajan	Marketing Channels	Pearson	Latest Edition
R9	John L. Gattorna	Handbook of Logistics & Distribution Management	Jaico	Latest Edition

8. List of Journals/ Periodicals/ Magazines/ Newspapers:

Professional selling, Journal of Personal Selling & Sales Mgmt., Journal of Marketing Channels, Journal of Supply Chain Mgmt., International Journal of Retail and Distribution Mgmt. etc.

NB: The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.

9. Session plan

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Session no.	Topic
1-3	Introduction to Sales & Distribution Management, Nature and scope of sales management, personal selling objectives, Types of sales management positions.
4-6	Theories of personal selling, personal selling strategies
7-9	Sales forecasting and budgeting decisions, emerging trends in selling, ethical leadership, case analysis, review and feedback of module 1
10-11	Personal Selling Process-prospecting, sales presentation, objection handling, closing the sale and post sales activities
12-14	Relationship selling, Designing Sales Territories, Sales Quotas
15-17	Sales organization structures, case Analysis, review and feedback of module 2
18-20	Recruitment and Selection of sales force, Training of sales force
21-23	Motivating and Compensating the salesforce, Controlling the salesforce
24-25	Case Analysis, review and feedback of module 3
26-28	Distribution Management, Introduction, Need and Scope of distribution Management, Marketing Channels strategy, levels of channels
29-31	Institutions for channels- Retailing and Wholesaling
32-34	Designing channel systems, Channel Management and control, case analysis, review and feedback of module 4
35-36	Definition & scope of logistics, Components of logistics
37-38	Inventory & Warehouse Management, Transportation, Channel Information Systems
39-40	Distribution management in international markets. Case analyses, review and feedback of module 5

Suggested Case Studies: PI Foods Ltd.-Managing Sales and Distribution, RK Consultants –Selling Consultancy Services, Swisflow Ltd - Hiring Salespeople, Snow White Paper Company, and Ashwin healthcare Ltd.