



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB03092091

Course / Subject Name : Sales and Distribution Management

w. e. f. Academic Year:	2025-2026
Semester:	3
Category of the Course:	Specialization Marketing (Major 3)

Prerequisite:	Any Graduate
Rationale:	This is an advanced course in the domain of marketing and hence pre requires knowledge of basic management concepts.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Demonstrate a comprehensive understanding of the Sales function and to be able to Organize & plan the Sales Efforts	Understand ,Apply
02	To determine effectively the management and supervision of sales force	Evaluate
03	To understand the concept of Distribution Management and to learn to design and manage the channel systems including Channel Information Systems (CIS)	Understand ,apply
04	To examine the role of Logistics and supply chain management	Analyse
05	Identify and implement with practical approach, the sales and distribution management concepts	Apply

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Demonstrate a comprehensive understanding of the Sales function and to be able to Organize & plan the Sales Efforts Introduction to Sales Management:	13	17



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	<p>Nature and Importance and Role of sales manager & management Types of sales management positions Theories of personal selling & Personal selling objectives Sales forecasting & Basics of Sales Analytics Organizing & Driving Sales Efforts: Personal Selling Process Types and Size of the Sales Force Sales Organization Structures Sales Territories & Quotas Sales Budgets</p>		
2.	<p>To determine effectively the management and supervision of sales force Sales Force Management Sales Job Analysis Sales Force Compensation Structure Sales Force Motivation Sales Contests Sales Force Supervision Sales Expenses Sales Performance Evaluation Sales Reports Sales Audits</p>	11	18
3.	<p>To understand the concept of Distribution Management and to learn to design and manage the channel systems including Channel Information Systems (CIS) Distribution Management Introduction Need and scope of distribution management Marketing channels strategy Levels of channels Functions of channel partners Evolution & possible channel formats Channel Institutions: Retailing & wholesaling. Designing channel systems: Channel Intensity Channel Design Process Selecting Channel Partners Channel Management: Channel Policies Power Bases in managing channel partners</p>	11	17



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	Conflict management		
4.	<p>To examine the role of Logistics and supply chain management</p> <p>Channel Information Systems: Elements of CIS Designing of a CIS Channel Performance Evaluation</p> <p>Market logistics and supply chain management: Definition & scope of logistics Component/s of logistics Inventory & warehouse management Transportation, technology in logistics and SCM</p> <p>International SDM: Nature of International Markets Sales & distribution management in international markets</p>	10	18
5.	<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. • 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. • How may I help you?: A study of Salespeople behavior influencing Customer Satisfaction of Service 	15	CEC (30 Marks)
Total		60	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10%	15%	20%	20%	20%	15%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)



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Suggested case studies: (More cases may be taken up in addition to these)

- Baskin Robbins –Sales strategy for India
- Subhiksha - Discount Store with a Difference
- Sales and Distribution strategy of Amul

References/Suggested Learning Resources:

(a) Books:

1. Krishna K. Havaldar, Vasant M. Cavale Sales & Distribution Management Tata McGraw Hill Latest edition
 2. Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sandeep Puri Sales and Distribution Management : Decisions, Strategies & Cases Pearson 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

(b) Journals,Open source software and website:

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/>

Suggested Project List, if any: AS ABOVE

Suggested Activities for Students, if any: In class/Out of class Sales based activities

Sales games, Role plays

CO- PO Mapping:

Semester - 3	Course Name: Sales and Distribution Management				
	POs				
Course Outcomes	PO1.	PO2	PO3	PO4.	PO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	2	2	1	1	1
CO4	1	2	1	1	1
CO5	2	2	1	1	1

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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