

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEMM23 MBM5SEMM23 MFB5SEMM23
Course Title	Sales and Distribution Management

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Identify issues related to design and implementation of Sales Strategy
2. Apply concepts related to improving performance of Sales Team
3. Analyze roles and responsibilities of a Sales and Marketing Manager
4. Design and implement channel strategies

Syllabus

Teaching Hours

<p>Unit I: Sales Management, Personal Selling and Marketing Strategy</p> <ul style="list-style-type: none"> • Evolution of the Sales Department and the objectives of Sales Management • Sales Management and Control • Theories of Selling • SPIN Selling • Buyer-Seller Dyads • Diversity of Personal Selling situations • Sales Potential and Sales Forecasting • Personal Selling Objectives and Strategy • Determining the kind of sales personnel and the size of the sales force • Determining sales related marketing policies 	06
<p>Unit II: Organizing Sales Effort</p> <ul style="list-style-type: none"> • Functions of the sales executive • Qualities of effective sales executives and the relations with top management • Types of sales organization structures • Centralization and Decentralization in Sales Force Management • Setting Up a Sales organization • Sales department relations 	05

Unit III: Sales Force Management <ul style="list-style-type: none"> • Sales personnel management • Recruitment and Selection Process • Sales training programme • Motivating sales personnel • Types of compensation plans for sales personnel • Sales meetings and sales contests • Evaluating and supervising sales personnel 	06
Unit IV: Controlling the Sales Effort <ul style="list-style-type: none"> • Sales Budget: Purpose and Procedure • Sales Target: Types and Procedure • Sales Territory: Purpose, Procedures, routing and scheduling • Sales Technology and Sales Force Automation 	06
Unit V: Distribution Management <ul style="list-style-type: none"> • Marketing Channel Members, Types, Functions and Design • Channel Intensity, Costs and Margins • Channel Management for Rural Markets • Managing Channel Partners: Roles, Objectives and Methods • Channel Information Systems • Supply Chain Management • International Sales and Channel Management 	07

Suggested Readings:

1. Still, R.R., Cundiff, E.W., Govani N.A.P., and Puri, S., Sales and Distribution Management – Decisions, Strategies, and Cases, New Delhi: Pearson India Education Services Pvt. Ltd.
2. Singh, R., Sales and Distribution Management: A Practical-Based Approach, New Delhi: Vikash Publishing House Pvt. Ltd.
3. Barry, B., Evans, J., Chatterjee, P. and Shrivastava, R., Retail Management: A Strategic Approach New Delhi: Pearson India Education Services Pvt. Ltd.

w.e.f. Academic Year 2019-20 onwards