

Course Code	MB18MM04	Course Name	Sales and Distribution Management	Course Category	Specialization Course	L	T	P	C
						2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses		Progressive Courses	
Course Offering Department	MBA		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To understand the roles and responsibilities of sales function	1	2	3	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6
CLR-2 :	To manage the channel efficiency and effectiveness												
CLR-3 :	To manage and enhance the sales force productivity and performance												
CLR-4 :	To plan and implement an effective sales strategy for their organizations												
CLR-5 :	To frame socially, legally and ethically acceptable policies and plans for Marketing channels												
On completion of this course the students should be in a position to exhibit the following learning skills:													
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>												
CLO-1	Understanding of the various roles, responsibilities and policies of sales function	1	60	50									
CLO-2	Ability to design and implement various channel strategies	1	50	70									
CLO-3	Overview the issues of power and conflict in the organization	2	80	75									
CLO-4	Understanding to manage, motivate and lead sales force	2	80	70									
CLO-5	Framing policies and plan for sales organization and channels	3	90	80									

Duration (hour)	8	8	8	8	8	
S-1	SLO-1	Introduction to Sales Management	Meaning of Channel power	Retailing and Modern Retail	Managing the sales force	Social concerns in SDM
	SLO-2	Role of a Sales Manager	Use of channel power	Forms of retailing	Managing the sales force	Social responsibilities
S-2	SLO-1	Sales organization	Channel power types	Functions and uses	Sales Analytics	Ethical concerns in SDM –

	SLO-2	Types and functions	Channel power types	Trends in retailing	Sales Analytics	Ethical concerns in SDM –
S-3	SLO-1	Sales Functions	Conflict in Channel Management	Introduction to Sales	Sales force Compensation	Common ethical issues for sales person and organization
	SLO-2	Sales Functions	Types of conflict	Approaches to selling	Sales force evaluation	Common ethical issues for sales person and organization
S-4	SLO-1	Sales policies	Reasons behind channel conflicts	Selling strategies	Organizing the sales Force	Acts pertaining to SDM
	SLO-2	Sales management pillars	Channel conflict causes	Selling strategies	Directing the sales Force	Acts pertaining to SDM
S-5	SLO-1	Marketing Channels	Managing channel conflicts	Personal Selling – nature	Recruiting sales personnel	Marketing channel Policies
	SLO-2	Levels of channels	Channel dynamics	Personal selling scope and objectives	Training sales personnel	Marketing channel Policies
S-6	SLO-1	Channel Design	Wholesaling	Formulating Personal selling strategy	designing & compensating sales Personnel	Trends in channels
	SLO-2	Process of channel design	Types, process and functions	Formulating Personal selling strategy	designing & compensating sales Personnel	Trends in channels
S-7	SLO-1	Channel Migration	Mass Distribution	Strategic Sales Management	Motivating and Leading the sales force	legal issues in SDM
	SLO-2	Emergent Channels	Functions and benefits	Process and uses	Evaluating sales force performance.	legal issues in SDM
S-8	SLO-1	Case Study	Case Study	Case Study	Case Study	Récent Trends in Sales
	SLO-2	Case Study	Case Study	Case Study	Case Study	Récent Trends in Distribution

Learning Resources	<ol style="list-style-type: none"> 1. Tapan K. Panda, and Sunil Sahadev, Sales and Distribution Management, Oxford University Press, USA, 2005. 2. Still Richard R., Cundiff Edward W., Govoni Norman, A.P. Sales Management (5th ed.). New Delhi: Prentice hall of India. 3. Dr. Gupta S.L. (2013). Sales and Distribution Management (1st ed.). New Delhi: Excel Books 4. Berman Barry (2009). Retail management (11th ed.). New Delhi: Prentice Hall. 4. Dutta Bholanath (2011). Sales and Distribution Management. New Delhi: I K International Publishing House Pvt. Ltd.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	15	15	20	20	15	15	15	15	15	15
	Understand										
Level 2	Apply	20	20	15	15	15	15	20	20	20	20
	Analyze										
Level 3	Evaluate	15	15	15	15	20	20	15	15	15	15
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conference Paper, etc.

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