



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-3 (MBA)

Subject: Sales and Distribution Management- MBAMM13510

Type of course: Major (Core)

Prerequisite:

Foundational knowledge in marketing principles and business management.

Rationale:

To provide an understanding of the concepts, techniques needed for effective decision making in the area of Sales & Distribution

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		C	Theory Marks		Practical Marks		
			ESE		MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE – End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA-Active Learning Activities.



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	Introduction to Sales and Distribution Management <ul style="list-style-type: none"> ● Understanding the concepts and importance of sales and distribution management. ● Sales process and its components. ● Distribution channels and their significance. ● Role of sales and distribution in marketing strategy. ● Sales and distribution management in the context of the modern business environment. ● Case Study 	15	25
2	Sales Planning and Forecasting <ul style="list-style-type: none"> ● Sales planning techniques and methodologies. ● Setting sales objectives and targets. ● Sales forecasting methods and models. ● Factors influencing sales forecasting accuracy. ● Importance of sales planning in achieving organizational goals. ● Case Study 	15	25
3	Sales Force Management <ul style="list-style-type: none"> ● Recruitment, selection, and training of sales personnel. ● Motivation and compensation strategies for sales teams. ● Sales territory management and allocation. ● Performance evaluation and appraisal in sales. ● Leadership and supervision in sales force management. ● Case Study 	15	25
4	Distribution Channel Design and Management <ul style="list-style-type: none"> ● Types of distribution channels and their characteristics. ● Channel selection and development. ● Channel conflicts and resolution strategies. ● Importance of Logistics and supply chain management in distribution. ● Evaluating the effectiveness of distribution channel strategies. ● Case Study 	15	25



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Sales Plan Development: Students will select a product or service of their choice and prepare a sales development plan for that product or service and upload the PDF on GMIU Web Portal.	10
2	Real World Distributor Meet: Students will meet a Distributor of a particular company and learn the actual working of that person and prepare a report of the same and upload the PDF on GMIU Web Portal.	10
3	Real World Sales Person Meet: Students will meet a Salesperson of a particular company and learn the actual working of that person and prepare a report of the same and upload the PDF on GMIU Web Portal.	10
4	Sales Pitch Preparation: Students create and deliver sales pitches for a product or service of their choice and upload the PDF on GMIU Web Portal.	10
5	Case Study Analysis: Students will be provided with real-world/hypothetical case study related to sales and distribution challenges; students will analyze it, identify key issues, and propose solutions and upload the PDF on GMIU Web Portal.	10
Total		50

Suggested Specification table with Marks (Theory):60

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	40%	15%	5%	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Demonstrate an understanding of sales and distribution management principles and their significance in organizational success.
CO2	Formulate sales plans and utilize forecasting techniques to support decision-making processes.
CO3	Develop skills in managing sales teams effectively, including recruitment, motivation, and performance evaluation.
CO4	Gain proficiency in designing and managing distribution channels to optimize product delivery and customer satisfaction.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] "Sales Management: Analysis and Decision Making" by Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, and Charles H. Schwepker Jr.
- [2] "Sales and Distribution Management" by Krishna K. Havaladar and Vasant M. Cavale.
- [3] "Strategic Sales Management: A Boardroom Issue" by Nigel F. Piercy and Nikala Lane.
- [4] "Distribution Channels: Understanding and Managing Channels to Market" by Julian Dent.

