

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year	II			Version	1.0			
Semester	3			Effective From	June 2024			
Course Code	MGMB13303	Course Name	Sales and Distribution Management (SDM)					
Teaching Scheme				Examination Scheme				
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
4	4	0	0	30	40	50	---	120

Course Outcomes:

CO1	<i>Evaluate</i> the nature and importance of sales management for better understanding of Personal selling process.
CO2	<i>Analyse</i> the sales force efforts for effective application of sales function.
CO3	<i>Assess</i> the need and scope of distribution function and various role played by channel institutions.
CO4	<i>Examine</i> strategies for adopting effective channel systems and tactics for channel management.
CO5	<i>Develop</i> ethical approaches of sales and distribution management in a competitive environment.

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	2	1	1
CO2	3	3	2	2	1	2
CO3	3	3	2	2	1	2
CO4	3	3	1	2	1	1
CO4	2	1	1	2	1	1
CO5	1	1	1	3	2	1

Sr. No.	Module	Description	CO	Marks	Hours
1	I	Introduction to Sales Management:	1, 5	13	11
		• Nature and Importance of sales management			
		• Role of a Sales Manager			
		• Theories of personal selling			
		• Personal selling objectives			
• Personal Selling Process					
2	II	Organizing & Driving Sales Efforts:	2	12	9
		• Sales Organization Structure			
		• Kind and Size of the Sales Force			
		• Sales forecasting methods			
		• Sales Territories			
• Sales Quotas					
• Sales Budgets					
3	III	Distribution Management:	3, 5	14	12
		• 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					
4	IV	Designing Channel Systems:	4	11	8
		• Channel Intensity			
		• Channel Design Process			
		• Selecting Channel Partners			
• Channel Performance Evaluation					

		Channel Management:			
		• Channel Policies			
		• Power Bases in managing channel partners			
		• Conflict management			
		Logistics and Supply Chain Management:			
		• Overview of the Concepts			
		• Best Practices			

References:

Books:	
1.	Havaldar K. K. & Cavale V. M. (2007). <i>Sales and Distribution Management: Text and Cases</i> . Tata McGraw-Hill.
2.	Still R. R., Cundiff E. W. and Govoni N. A. P. (2012) <i>Sales Management – Decision, Strategies and Cases</i> (5th Edition) New Jersey: Pearson Education Inc.
3.	Pingali Venugopal (2008). <i>Sales and Distribution Management: An Indian Perspective</i> . New Delhi: SAGE Publications.
4.	Panda, T. K. & Sahadev, S. S. (2005). <i>Sales and Distribution Management</i> . New Delhi: Oxford University Press.
5.	Stern, L.W., El-Ansary, A.I. and Coughlan, A.T. (1996) <i>Marketing Channels</i> . 5th Edition, Prentice Hall.
6.	The Economic Times
7.	The Entrepreneur
8.	HBR
9.	https://www.sellingpower.com/