

Lesson Plan

Program: BBA Semester: IV Course Code: BBA-404 Course Name: Sales & Distribution Management

Course Objectives

(CO1): Develop basic understanding about Sales Management

(CO2): Analyse and apply the knowledge of Sales Organization in business

(CO3): Understand and apply the knowledge about Salesmanship & Distribution Network Management

(CO4): Understand and apply the scope of Sales Force Management

(CO5): Understand and apply the process of recruitment and selection.

Session Duration: 60 minutes

Participants: All BBA 2ND Year Students

Entry level knowledge and skills of students

- i. Basic knowledge of Concept of Sales & Distribution
- ii. Human skills like Empathy, team work, leadership

Equipment required in Classroom/ Laboratory/ Workshop

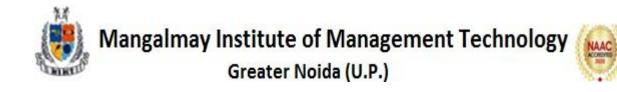
- i. Projector
- ii. White-board and marker

Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation) (Any 2 & attendance)	20
2(a)(i)	Assignment I	10
2(a)(ii)	Assignment II	10
2(a)(iii)	Attendance (compulsory)	5

Course Outcomes (starting with action-oriented observable and measurable verb)

CO1 : Analyse and apply the knowledge of Sales Organization in business
CO2: Understand and apply the about sales organization and various departments
CO3: Understand and apply theories of salesmanship and sales executive
CO4 : Understand and apply the about Salesmanship & Distribution Network
Management



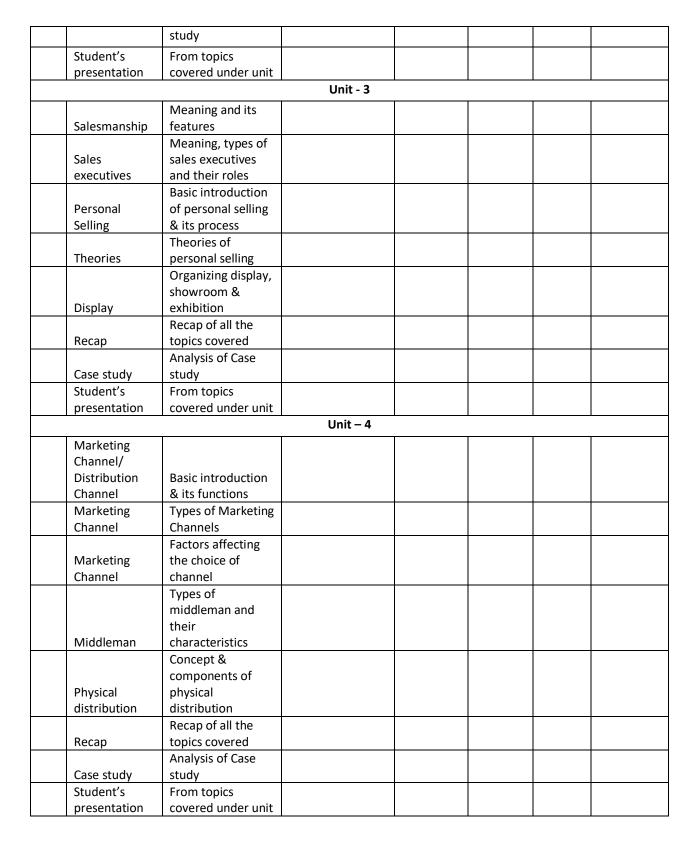
CO5: Understand the process of recruitment and selection process.

L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO- Covered	Faculty Sign	HoD's Remark with Date	
	Unit - 1							
	Syllabus	Overview of all the						
	introduction	units						
		Introduction and						
	Sales	Evolution of sales						
	Management	function						
		Objectives and						
	Sales	scope of sales						
	Management	management						
		Significance,						
		process &						
	Sales	emerging Trends in						
	Management	sales management						
		Meaning and						
		Functions of Sales						
	Sales	executives, Selling						
	executives	vs marketing						
	_	Recap of all the						
	Recap	topics covered						
		Analysis of Case						
	Case study	study						
	Student's	From topics						
	presentation	covered under unit						
		1	Unit - 2	1	1	1		
	Sales	Meaning and its						
	Organization	characteristics						
		Principles of sales						
	Sales	organization and						
	Organization	its significance						
	Sales	Types of sales						
	organization	organization						
	structures	structures						
	Sales	Departments in						
	department	Sales Organization						
	External	Different						
	relations	stakeholders						
		Recap of all the						
	Recap	topics covered						
	Case study	Analysis of Case						



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Unit – 5						
		Meaning, sources				
		& factors affecting				
	Recruitment	recruitment				
		Types of selection				
		test & Selection				
	Selection Test	process				
		Meaning,				
		significance & its				
	Training	types				
		Meaning,				
		significance & its				
	Leadership	types				
	Controlling					
	and	Meaning and its				
	Motivation	significance				
		Recap of all the				
	Recap	topics covered				
		Analysis of Case				
	Case study	study				
	Student's	From topics				
	presentation	covered under unit				
			Revision			
		From Previous				
		Years Question				
		Papers of				
		University End				
	Unit-1	Term Examinations				
		From Previous				
		Years Question				
		Papers of				
		University End				
	Unit-2	Term Examinations				
		From Previous				
		Years Question				
		Papers of				
		University End				
	Unit-3	Term Examinations				
		From Previous				
		Years Question				
		Papers of				
		University End				
	Unit-4	Term Examinations				
		From Previous				
		Years Question				
		Papers of				
	Unit-5	University End				



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	Term Examinations			

Text Books: 1. Sales Management- Cundiff, Still, Govoni

- 2. Sales Management S.A. Chunawalla
- 3. Sales and Distribution Management PK Agarwal and Manoj Kumar
- 4. Sales and Distribution Management Rajul Dutt

Reference Books: 1. Sales Management – Pradip Kumar Mallik

2. Sales and Distribution Management – Krishna K Havaldar and Vasant M Cavale

Journals: http://www.tjprc.org/journals/journal-of-sales-and-marketing-management112

Electronic Database: https://mobileinsight.com/sales-and-distribution-management/