



## 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 2<sup>ND</sup> 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



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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
<b>Unit - 1</b>							
	Syllabus introduction	Overview of all the units					
	Sales Management	Introduction and Evolution of sales function					
	Sales Management	Objectives and scope of sales management					
	Sales Management	Significance, process & emerging Trends in sales management					
	Sales executives	Meaning and Functions of Sales executives, Selling vs marketing					
	Recap	Recap of all the topics covered					
	Case study	Analysis of Case study					
	Student's presentation	From topics covered under unit					
<b>Unit - 2</b>							
	Sales Organization	Meaning and its characteristics					
	Sales Organization	Principles of sales organization and its significance					
	Sales organization structures	Types of sales organization structures					
	Sales department	Departments in Sales Organization					
	External relations	Different stakeholders					
	Recap	Recap of all the topics covered					
	Case study	Analysis of Case					



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		study					
	Student's presentation	From topics covered under unit					
<b>Unit - 3</b>							
	Salesmanship	Meaning and its features					
	Sales executives	Meaning, types of sales executives and their roles					
	Personal Selling	Basic introduction of personal selling & its process					
	Theories	Theories of personal selling					
	Display	Organizing display, showroom & exhibition					
	Recap	Recap of all the topics covered					
	Case study	Analysis of Case study					
	Student's presentation	From topics covered under unit					
<b>Unit - 4</b>							
	Marketing Channel/ Distribution Channel	Basic introduction & its functions					
	Marketing Channel	Types of Marketing Channels					
	Marketing Channel	Factors affecting the choice of channel					
	Middleman	Types of middleman and their characteristics					
	Physical distribution	Concept & components of physical distribution					
	Recap	Recap of all the topics covered					
	Case study	Analysis of Case study					
	Student's presentation	From topics covered under unit					



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



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		Term Examinations					
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- 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 Havaladar 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/>