

Subject Code: 1CM2010115	Subject Title: SALES AND LOGISTICS MANAGEMENT
Subject Type : SPECIALIZATION	Course Objective: To get expertise knowledge in financial accounting advanced corporate issues and emerging accounting issues.
Elective Course: Advanced Business Management	

Teaching Scheme (Hours per week)		Evaluation Scheme (Marks)		
Lectures	Credit	University Assessment	Institutional Assessment	Total
4	4	60	40	100

Unit	Topic and Contents	Hours	Wt. (%)
1.	Sales Management: Introduction, Meaning/Definition, Nature, Scope Objectives, Functions of Sales Management. Sales Planning: Introduction, Meaning/Definition, Types of Sales planning, Sales Planning Process, Sales Quotas, Sales Forecasting, Sales Budget.	15	25%
2.	Sales Organization: Introduction, Meaning/Definition, Factors affecting to Sales Organization, Various departments of Sales Organization, Functions of Sales Manager. Sales Force Management: Qualities require for salesman, selection of sales persons, training methods for sales force, Evaluation of Sales Force Performance.	15	25%
3.	Salesman's Compensation: Meaning/ Definition, Methods of remuneration, Difference between Pay Method and Commission Method, Factors affecting to salesman's remuneration. Sales meeting: Types of meeting, sales conference and conventions.	15	25%
4.	Logistics Intermediaries: Types of Intermediaries, Characteristics, Benefits of Intermediaries, Decision of Intermediaries in distribution, Work assignment to Intermediaries. Distribution Channel: Meaning/Definition, Functions, Objectives, Types of Distribution Channel, Factor affecting to choice of Distribution Channel.	15	25%

References Books:

1. Marketing Management- Philip Kotler
2. Sales and Distribution Management-S.L Gupta
3. Rana T.J: Advertising and sales management, Sudhir Prakashan.
4. Basics of Marketing Management by Dr. R.B Rudani