

COURSE CODE: 2CM2010115	COURSE TITLE: SALES AND LOGISTICS MANAGEMENT
SEMESTER-1, COURSE TYPE :Specialization: Elective Course: Advanced Business Management	
COURSE OBJECTIVE: To get expertise knowledge in the field of sales and logistics management as a part of business management and to get knowledge of advanced corporate issues and emerging issues in the field of sales and logistics 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