

Branch Name:	M.Com
Program Code:	CM201
Course Name:	Sales And Logistics Management
Course Code:	3CM2010115
Pre-requisite Course:	Basics Management Theories and Practices up to B.com.

Course Objectives:

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 and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	--	-	4	50	50	-	-	100

Subject Contents:

Sr. No	Topic	Total Hours	Weightage (%)
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	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%
4	Logistics and Supply Chain Management: Logistics Management: Meaning, Importance, Functions Supply Chain Management: Concept, Components, Significance Inventory Management: Types, Techniques, and Control Methods Transportation and Warehousing: Modes, Functions, and Optimization Integration with Sales and Distribution Channels	15	25%

Reference 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

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the concepts, objectives, and functions of sales management.	2 Understanding
CLO2	Plan and manage sales activities including quotas, forecasting, and budgeting.	3 Applying
CLO3	Organize and structure a sales organization effectively.	3 Applying, 4 Analyzing
CLO4	Manage and evaluate a sales force through recruitment, training, and performance assessment.	3 Applying, 4 Analyzing
CLO5	Understand logistics intermediaries and design effective distribution channels.	2 Understanding, 4 Analyzing
CLO6	Apply logistics and supply chain management concepts including inventory, transportation, warehousing, and integration with sales.	2 Understanding 3 Applying

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes (CLOs)	Program Outcomes (POs)						Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CLO1	H	M	H	M	M		M	M
CLO2	M	H	L	M		M	L	
CLO3	H	M	M	L	L	H	M	
CLO4	H	L	M	M	L		H	L
CLO5	M	H	L		M	M	H	
CLO6		M	H	L	M		H	

H: High, M: Medium, L: Low