

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: IV
Syllabus Effect from : Nov./Dec. 2020

Paper Code: UB04DCOM55	Total Credit: 3
Title Of Paper: Sales and Distribution Management	

Unit	Description in detail	Weighting (%)
1	The Sales Management Introduction to sales management and sales organization, Role of Sales organization, Personal selling, nature, Process & objectives- Difference between Personal Selling And Advertising	25 %
2	Planning the Sales Effort Sales planning and Budgeting-Importance of Sales Planning process and Sales forecasting, Setting the sales territory & quotas, Sales and cost Analysis	25 %
3	Organizing and Directing the Sales Force Recruiting and training sales personnel-Designing & compensating sales Personnel, Types of Sales Training, leadership Styles of Sales Manager, Qualities of good sales force, Methods of Sales force, Criteria of sales planning, Importance of sales quota	25 %
4	Distribution Management Managing marketing logistics & channels, Channel Integration, Channel Management, importance of Distribution Management, selection of Distribution of channel [Vertical & Horizontal]	25 %

Basic Text & Reference Books

- Building a Winning Sales Team – Gini Graham & Scott
- Sales Management handbook – Forsyth Patrick
- Professional Sales Management – Anderson, Hair and Bush
- Motivation and Job Satisfaction – M.D. Pestonjee
- Sales Management – Richard R Still Edward W. Cundiff
- Sales Management – Thomas
- International Marketing – Robert Reed
- Sales and Distribution Management- The ICFAI University Press

