

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Programme: B.COM Semester: IV
Syllabus with effect from the Academic Year: 2022-2023

B.COM. SEMESTER-IV		
Paper Code UB04DCOM75	Title of the Paper Sales and Distribution Management	Total Credit 3
Course Objectives	To acquaint students with the knowledge in the area of Sales and Distribution Management	

Course Description		
Unit	Description	Weightage
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%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to
<ul style="list-style-type: none"> • Understand Sales Management • Can decide and plan the sales effort • Organize and Direct the sales force • Get familiarity with Distribution Management

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)	
Sr. No	References
1.	Building a Winning Sales Team – Gini Graham & Scott
2.	Sales Management handbook – Forsyth Patrick
3.	Professional Sales Management – Anderson, Hair and Bush
4.	Motivation and Job Satisfaction – M.D. Pestonjee
5.	Sales Management – Richard R Still Edward W. Cundiff
6.	Sales Management – Thomas
7.	International Marketing – Robert Reed
8.	Sales and Distribution Management- The ICFAI University Press
On-Line Resources available that can be used as Reference Material	