



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2020-2021)

Programme: MMS Semester: III Period: July'20 – October'20
Course Code: MMS-XX-X-XXX
Name of the subject: Sales Management
Maximum marks: 100 (60+40) No. of Sessions: 13/14 (3 hrs each)
Name of the Faculty: Prof. Kshitija Pandey
Mobile No: 9820226845 Email: kpandey@vpmthane.org

Program Outcomes (PO)	Course Outcomes (CO)
<ol style="list-style-type: none">1. Nurture leadership skills, team-membership skills and mutual trust.2. Demonstrate decision-making ability.3. Ability to develop culture of technology-usage.4. Inculcate social sensitivity among students.5. Integrate and apply business knowledge and management techniques for problem-solving / analytical skills.	<ol style="list-style-type: none">1. Develop critical thinking skills, problem solving and situational leaderships among sales force2. Apply the techniques of Sales Planning in order to maximise short term wealth and long term wealth3. Analyse sales processes for different sectors, territory management processes

Reference Books:

1. Sales Management – Douglas Dalrymple, William Cron, Thomas E. Decarlo
2. Sales Management – Still, Cundiff & Govoni
3. The New Sales Manager – Walter Vieira
4. You Can Sell – Shiv Khera
5. Advertising & Promotions – Batra
6. Sales & Distribution Management – An Indian Perspective – Pingali Venugopal

A. Plan:

Session No	Pl. Date	Topic	Ref. Study Material	Course Outcomes
1	7 th Aug 2020	Introduction to course syllabus & Sales Mgmt.	<ul style="list-style-type: none">• Sales Management Book Chp. 1	<ul style="list-style-type: none">• Introduce Sales as Concept• Showcase the importance of sales / sales Function/ to the organisation• Share famous Examples from Industry
2	14 th Aug 2020	Introduction to Selling & Sales	<ul style="list-style-type: none">• HDFC Banking example• Role Play with Students	<ul style="list-style-type: none">• Personal Selling Process• Difficulty of Personal selling



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		Function & Personal Selling	<ul style="list-style-type: none"> Sales Management Book Chp 3 	Challenges & 21 st century personal Selling
3	21 th Aug 2020	Sales Planning	<ul style="list-style-type: none"> Indian Hotels Case Study Fab India Soap Case Study Sales Management Book Chp 2 	<ul style="list-style-type: none"> Understanding & application of Sales Planning Process
4	28 th Aug 2020	Sales Forecasting & Budgeting	<ul style="list-style-type: none"> Disney Land example Sales Management Book Chp 7 	<ul style="list-style-type: none"> Understanding Sales Forecasting Forecasting techniques Application & usage of these techniques
5	4 th Sept 2020	Sales Force Organisation	<ul style="list-style-type: none"> Tesco & Amul sales organisation structure discussion Sales Management Book Chp 8 	<ul style="list-style-type: none"> Understanding guiding principles behind sales force organisation Types & forms for sales organisation
6	11 th Sept 2020	Sales Territory Management & Internal Test	<ul style="list-style-type: none"> NIIT & Tea Powder examples Sales Management Book Chp 5 	<ul style="list-style-type: none"> Understanding Generating new Accounts Sales person allocation to the territory Effective Territory Management
7	18 th Sept 2020	Sales Promotion	<ul style="list-style-type: none"> Sales Promotion examples from industry Newspaper article / 	<ul style="list-style-type: none"> Understanding Types of sales promotions Allocation of Sales Promotion from



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			<p>Clippings for actual sales promotions</p> <ul style="list-style-type: none"> In Class Exercises for offering best sales Promotion Chapters from Advertising & Promotions – Batra 	<p>the required budgets</p> <ul style="list-style-type: none"> Maximum utilisation of the sales Promotion
8 & 9	25 th Sept & 2 nd Oct 2020	Sales force Recruitment, training & development	<ul style="list-style-type: none"> Infosys example & Role play for Recruitment process Sales Management Book Chp 10 & 11 	<ul style="list-style-type: none"> Understanding sales force recruitment & training & development Methods / process & Challenges <p>Best Industry wise Practises</p>
10	9 th Oct 2020	Sales force Compensation	<ul style="list-style-type: none"> Raju Cab Case Study Sales Management Book Chp 13 & 14 	<ul style="list-style-type: none"> How Compensation be understood for better sales force performance Methods of compensating salesforce
11	16 th Oct 2020	Sales force Control, Evaluation & Motivation &	Sales Management Book Chp 15	<ul style="list-style-type: none"> Evaluating Sales force and control measures Understanding What Motivates sales people



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		Internal Test 2		
12	23 rd Oct 2020	Leading the sales Force	Sales Management Book Chp 12	<ul style="list-style-type: none"> • Leadership Styles • Famous Leaders Examples – Leading styles
13 & 14	30 th oct 2020	Project Presentation		

B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case study (Current Affairs)	Mentioned above	Application of the concept	Secondary data / personal
2	Academic Projects	All the topics	In-depth knowledge of the topic	Books / Industry
3	Group Discussion	All the case studies	Facilitates opinions	Course content
4	Role Play	Personal selling	Actual experience of the situation	Course content
5	Industry Visit	none	none	none
6	Business Quiz / Business News sharing	Sales planning, budgets	Current knowledge	Secondary data
7	Videos / Simulation	Sales motivation & leadership	Current knowledge	Secondary data
8	Use of Software and Labs	none	none	none
9	Any other activity	none	none	none



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C. Innovative pedagogy adopted:

1. Specific session content covered by descriptive case and current industry examples
2. Role play and activities are included in order to get the feel of the subject
3. Academic projects are given such as actual selling experience is enhanced.

Prepared by:
Faculty

Approved by:
Specialisation Head

Date:

Date:

A. Execution:

Session No.	Actual Date	Topic Covered	Evaluation Method	Case Study Ref.	Quiz Ref.	CR Sign
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						

B. Evaluation:

Component	Details	Marks
Presentations & Viva	Mandatory	5+5
Class Test (3 for MMS)	Mandatory (MCQ, Descriptive, Etc)	20
Assignments / Others	Mandatory	5
Participation/Attendance	Mandatory	5
Final Exam	Mandatory	60



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Comments / Suggestions / Recommendations:

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -

Signature of Faculty

Signature of the Co-ordinator