



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Programme Name: MMS

Semester: III

Name of the Course: Sales Management

Maximum marks: 100

No. of Sessions: 14

Name of the Faculty: Prof. Kshitija Pandey

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Weblink:

Learning Objectives:

- 1) To understand sales function, process & its compete Management to become successful Sales Manager
 - 2) To understand sales planning coordination and its people function to successfully carry out all sales management activities to achieve maximum growth & profit for its company
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Reference Books:

- 1) Sales Management – Douglas Dalrymple, William Cron, Thomas E. Decarlo
 - 2) Sales Managment – 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
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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Introduction to Selling & Sales Mgmt.	<ul style="list-style-type: none"> • Newspaper Article - Hul – Harsh Manawani, • Educational video on importance of sales career • Educational Video on “ Shift happens” 	<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	Introduction to Selling & Sales Function	<ul style="list-style-type: none"> • Mcdonalds Case Study • FabIndia Case Study 	<ul style="list-style-type: none"> • Understand sales Management <ul style="list-style-type: none"> ○ Define ○ Process ○ Linkage to other functions 	
3	Understanding Personal Selling	<ul style="list-style-type: none"> • HDFC Banking case study • Role Play with Students 	<ul style="list-style-type: none"> • Personal Selling Process • Difficulty of Personal selling 	



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			<ul style="list-style-type: none"> Challenges & 21st century personal Selling 	
4	Sales Planning	<ul style="list-style-type: none"> Indian Hotels Case Study Fabindia Soap Case Study 	<ul style="list-style-type: none"> Understanding & application of Sales Planning Process 	
5	Sales Forecasting	<ul style="list-style-type: none"> Disney Land case Study 	<ul style="list-style-type: none"> Understanding Sales Forecasting Forecasting techniques Application & usage of these techniques 	
6	Sales Budgeting	<ul style="list-style-type: none"> In- Class Exercises for Preparing Budgets 	<ul style="list-style-type: none"> Understanding sales budgeting Three approaches to Sales budgeting 	
7	Sales Territory Management	<ul style="list-style-type: none"> NIIT case study Tea Powder Case Study 	<ul style="list-style-type: none"> Understanding Generating new Accounts Sales person allocation to the territory Effective Territory Management 	
8	Sales Promotion	<ul style="list-style-type: none"> Sales Promotion Case Study Newspaper article / Clippings for actual sales 	<ul style="list-style-type: none"> Understanding Types of sales promotions Allocation of Sales Promotion 	



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		<p>promotions</p> <ul style="list-style-type: none"> In Class Exercises for offering best sales Promotion 	<p>from the required budgets</p> <ul style="list-style-type: none"> Maximum utilisation of the sales Promotion 	
9	Sales Force Organisation	<ul style="list-style-type: none"> Tesco Case study Amul Case study 	<ul style="list-style-type: none"> Understanding guiding principles behind sales force organisation Types & forms for sales organisation 	
10	Sales force Recruitment, training & development	<ul style="list-style-type: none"> Infosys case Study Role play for Recruitment 	<ul style="list-style-type: none"> Understanding sales force recruitment & training & development Methods / process & Challenges Best Industry wise Practises 	
11	Sales force Motivation & Compensation	<ul style="list-style-type: none"> Raju Cab Case Study 	<ul style="list-style-type: none"> Understanding What Motivates sales people How Compensation be understood for better sales force performance 	



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			<ul style="list-style-type: none"> • Methods of compensating salesforce 	
12	Sales force Control & Evaluation		<ul style="list-style-type: none"> • Evaluating Sales force and control measures 	
13	Leading the sales Force	<ul style="list-style-type: none"> • Video On Leadership 	<ul style="list-style-type: none"> • Leadership Styles • Famous Leaders Examples – Leading styles 	
14	Project Presentation			
15				

2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play	Personnel selling	Actual sales understanding	Industry
2	Industry Visit			
3	Academic Projects	Sales Management	Understanding of different functional aspects of sales	Industry
4	Book Review			
5	Group Discussion			
6	Business Quiz / Business News sharing			
7	Videos / Simulation			



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8	Use of Softwares and Labs			
9	Any other activity			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	yes	20
Presentation	yes	20
Case Study		
Participation	yes	10
Others		

Signature of Faculty

Signature of the Co-ordinator