



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS)**  
**Academic Year (2019-2020)**

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Programme: MMS                      Semester: III                      Period: July'19 – October'19  
Course Code: MMS  
Name of the subject: Sales Management & Promotion Management  
Maximum marks: 100 (60+40)                      No. of Sessions: 13/14 (3 hrs each)

Name of the Faculty: Prof. Kshitija Pandey

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Email:kpandey@vpmthane.org

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



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A. Plan:

Session No.	Pl. Date	Topic	Ref. Study Material	Course Outcomes
1		Introduction to course syllabus & Sales Mgmt.	<ul style="list-style-type: none"><li>• Newspaper Article - Hul – Harsh Manawani</li><li>• Sales Management Book Chp. 1</li></ul>	<ul style="list-style-type: none"><li>• Introduce Sales as Concept</li><li>• Showcase the importance of sales / sales Function/ to the organisation</li><li>• Share famous Examples from Industry</li></ul>
2		Introduction to Selling & Sales Function	<ul style="list-style-type: none"><li>• McDonalds &amp; Fab India Case Study</li><li>• Sales Management Book Chp 1</li></ul>	<ul style="list-style-type: none"><li>• Understand sales Management<ul style="list-style-type: none"><li>○ Define</li><li>○ Process</li></ul></li></ul> <p>Linkage to other functions</p>
3		Understanding Personal Selling	<ul style="list-style-type: none"><li>• HDFC Banking case study</li><li>• Role Play with Students</li><li>• Sales Management Book Chp 3</li></ul>	<ul style="list-style-type: none"><li>• Personal Selling Process</li><li>• Difficulty of Personal selling</li><li>• Challenges &amp; 21<sup>st</sup> century personal Selling</li></ul>
4		Sales Planning	<ul style="list-style-type: none"><li>• Indian Hotels Case</li></ul>	<ul style="list-style-type: none"><li>• Understanding &amp; application of Sales Planning Process</li></ul>



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			<p style="text-align: center;">Study</p> <ul style="list-style-type: none"> <li>• Fab India Soap Case</li> </ul> <p style="text-align: center;">Study</p> <ul style="list-style-type: none"> <li>• Sales Management</li> </ul> <p style="text-align: center;">Book Chp 2</p>	
5		Sales Forecasting	<ul style="list-style-type: none"> <li>• Disney Land example</li> <li>• Sales Management Book Chp 7</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding Sales Forecasting</li> <li>• Forecasting techniques</li> <li>• Application &amp; usage of these techniques</li> </ul>
6		Sales Budgeting & Internal Test	<ul style="list-style-type: none"> <li>• In- Class Exercises for Preparing Budgets</li> <li>• Sales Management Book Chp 2</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding sales budgeting</li> <li>• Three approaches to Sales Budgeting</li> </ul>
7		Sales Territory Management	<ul style="list-style-type: none"> <li>• NIIT &amp; Tea Powder examples</li> <li>• Sales Management Book Chp 5</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding Generating new Accounts</li> <li>• Sales person allocation to the territory</li> <li>• Effective Territory Management</li> </ul>
8		Sales Promotion	<ul style="list-style-type: none"> <li>• Sales Promotion examples from industry</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding Types of sales promotions</li> <li>• Allocation of Sales Promotion from the</li> </ul>



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			<ul style="list-style-type: none"><li>• Newspaper article / Clippings for actual sales promotions</li><li>• In Class Exercises for offering best sales Promotion</li><li>• Chapters from Advertising &amp; Promotions – Batra</li></ul>	<p>required budgets</p> <ul style="list-style-type: none"><li>• Maximum utilisation of the sales Promotion</li></ul>
9		Sales Force Organisation & internal test	<ul style="list-style-type: none"><li>• Tesco &amp; Amul sales organisation structure discussion</li><li>• Sales Management Book Chp 8</li></ul>	<ul style="list-style-type: none"><li>• Understanding guiding principles behind sales force organisation</li><li>• Types &amp; forms for sales organisation</li></ul>
10		Sales force Recruitment, training & development	<ul style="list-style-type: none"><li>• Infosys example &amp; Role</li></ul>	<ul style="list-style-type: none"><li>• Understanding sales force recruitment &amp;</li></ul>



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			play for Recruitment process <ul style="list-style-type: none"> <li>Sales Management</li> </ul> Book Chp 10 & 11	training & development <ul style="list-style-type: none"> <li>Methods / process &amp; Challenges</li> </ul> Best Industry wise Practises
11		Sales force Motivation & Compensation	<ul style="list-style-type: none"> <li>Raju Cab Case Study</li> <li>Sales Management</li> </ul> Book Chp 13 & 14	<ul style="list-style-type: none"> <li>Understanding What Motivates sales people</li> <li>How Compensation be understood for better sales force performance</li> <li>Methods of compensating salesforce</li> </ul>
12		Sales force Control & Evaluation	Sales Management Book Chp 15	Evaluating Sales force and control measures
13		Leading the sales Force	Sales Management Book Chp 12	<ul style="list-style-type: none"> <li>Leadership Styles</li> <li>Famous Leaders Examples – Leading styles</li> </ul>
14		Project Presentation		

**B. Practical Approach: Other activities**

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
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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

C. Innovative pedagogy adopted:

1. Specific session content covered by descriptive case and current industry examples



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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

Reviewed by:  
Specialisation

Approved by:  
ADC

Date:

Date:

Date:

**A. Execution:**

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



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**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

**C. Student Performance Analysis:**

Avg. Attendance	Avg. Internal Marks	% Failed in Internals	Avg. Final Marks	% Failed in Final	No. of best students > 80%	No. of students needs improvement

**D. Attainment:**

	CO1	CO2	CO3		
PO1	1	1	1		
PO2	2	2	3		
PO3	2	2	2		

Comments / Suggestions / Recommendations:





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



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Signature of Faculty

Signature of the Co-ordinator / ADC