

| Course Type | Course Code | Name of the Course | L | T | P | Credits |
|-------------|-------------|-----------------------------------|---|---|---|---------|
| DE | NMSD503 | Sales and Distribution Management | 3 | 0 | 0 | 3 |

Course Objective

The course attempts to expose students to the tools and strategies necessary for designing and motivating sales & distribution management systems. It will sharpen decision-making skills of future sales and distribution managers.

Learning Outcomes

Students should be able to understand the diverse variables affecting the sales & distribution function for developing sales and distribution framework.

| Unit No. | Topics to be Covered | Lecture Hours | Learning Outcome |
|----------|--|---------------|---|
| 1. | Introduction to Sale Management; Selling process, Sales strategy | 3 | The students will get a comprehensive understanding about the concept of sales management, selling process and sales strategy. |
| 2. | Managing sales information: Forecasting and budgeting, Management of sales territories and quotas, Use of IT for designing sales territories | 8 | This section deals with the detailed understanding of sales forecasting techniques, territories management and application of IT in managing territories. |
| 3. | Sales Force Management: Training, Motivation, Compensation, Control | 6 | This section deals with the various methods for managing sales force. |
| 4. | Introduction to Distribution Channel Management; Designing Customer-oriented Marketing Channel | 6 | The students will get a detailed understanding about design and management of distribution channel. |
| 5. | Channel Information System; Channel Institutions; Market logistics and supply chain management- IT enabled logistics function, technology in logistics | 9 | This section deals with deep understanding of supply chain logistics and application of technology to manage supply chain effectively. |
| 6. | Managing Channel partners: Relationships, channel power and control, channel conflict, | 4 | The students will learn about various ways and means to manage channel partners |
| 7. | Managing the International Channels of Distribution, International Orientation of Companies, The Mode of Entry Decision, Implications of Entry Modes | 6 | The students will learn about International Channels of Distribution. |
| | Total | 42 | |

Text Books:

1. Sales and Distribution Management, 2nd edition, T K Panda and S Sahadev, Oxford University Press
2. Sales and Distribution Management, 3rd edition, K K Havaldar and V M Cavale, McGraw Hill Education India