

E.M.G.YADAVA WOMEN'S COLLEGE, MADURAI-14

(An Autonomous Institution – Affiliated to Madurai Kamaraj University)

Re-accredited (3rd Cycle) with Grade A⁺ and CGPA 3.51by NAAC

CBCS with OBE

DEPARTMENT OF BUSINESS ADMINISTRATION – UG

ADD ON COURSE

Sales Management for Sales Managers

(w.e.f 2022 – 2023 Batch Onwards)

COURSE STRUCTURE

Contact Hours: 30 Hrs

Credit : 1

S.No	Sem	Course code	Title of the Course
1	I	22BAAOC	Theory: Sales Management for Sales Managers
2	I	22BAAOCPR	Project: Sales Management for Sales Managers

Department of BBA			Class : I BBA		
Sem.	Category	Course Code	Course Title	Credit	Contact Hours
I	Add On Course	22BAAOC	Sales Management for Sales Managers	1	30
		22BAAOCPR	Project: Sales Management for Sales Managers		

Objectives:

To enable the Students

1. To know about organizing and managing sales management and sales force management.
2. To know the functions, duties and responsibilities of sales manager.
3. To learn about how to manage the channels efficiency and effectiveness.

Unit –I

Basic concepts of Sales Management: Introduction- evaluation of sales management – nature- role- importance- functions- Process of sales management.

Unit- II

Sales Managers: Introduction- role of sales managers and sales people- functions of sales managers- types of sales managers- time management and sales persons.

Unit-III

Sales Force Management: Introduction – need for sales force- sales force planning- recruitment, selection, training, motivation, incentive schemes, compensation- performance appraisal.

Unit- VI

Controlling and sales efforts: sales quotas – types – territory management – sales audit and sales control.

Unit- V

Sales promotion: Introduction- need- objectives- types of sales promotions- sales promotion strategies- ethical and legal aspects of sales promotion.

Book for Study:

1. Dilip B. Joshi, S.P Sharma (2009) Marketing and Sales management Hardcover, Paradise Publishers Chennai, Tamilnadu.

Books for Reference:

1. S.A Chunawalla, (2011), Sales Management, 5th Revised Edition, Himalaya Publishing House, Mumbai.
2. Das Gupta, (2004), Sales Management: IN the Indian Perspective, Prentice- Hall of India Pvt. Ltd, Chennai.
3. Dr S.L. Gupta, (2010), Sales and Distribution Management, 2nd Edition, Excel Books, Bangalore.

PROJECT

1. Sales Model
2. Create a Scalable Sales process
3. Training about Sales Technique