



DEPARTMENT : BUSINESS ADMINISTRATION

ACTIVITY : ADD ON COURSE

YEAR : 2024-2025

DEPARTMENT OF BUSINESS ADMINISTRATION

DATES	TIME	VENUE
09.09.2024 to 08.11.2024 (30 Hours)	2:40 p.m. to 3:40 p.m.	I BBA Classroom E.M.G. Yadava Women's College
Theme	Excellence in Sales Management	
Nature of the Activity	Add On Course	
Title	Sales Management for Sales Manager	
Coordinator	Mrs. S.Divya Assistant Professor of BBA EMGYWC	
Participants	I Year BBA Students - 31	

ADD ON COURSE -" SALES MANAGEMENT FOR SALES MANAGER"

Objectives:

- To provide in-depth knowledge of sales management principles and practices.
- To develop leadership and team management skills required for effective sales supervision.
- To enhance understanding of sales planning, forecasting, and target achievement strategies.
- To equip participants with customer relationship management and retention techniques.

Programme Outcomes:

- After completion of the course, participants will be able to effectively plan and manage sales operations to achieve organizational objectives.
- Participants will demonstrate strong leadership and supervisory skills in directing and motivating sales teams.
- Participants will apply appropriate sales forecasting, budgeting, and target-setting techniques in real business scenarios.

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

Enclosures:

a. Invitation:



b. Nominal Roll of Participants:

1. Student participants of EMGYWC:

ADD ON COURSE-" SALES MANAGEMENT FOR SALES MANAGER"- 09.09.2024 to 08.11.2024		
S.NO	REGISTER NUMBER	NAME
1.	24BBA01	Abinaya .M
2.	24BBA02	Abinaya Sri.S
3.	24BBA03	Akshya.S
4.	24BBA04	Anupriya.B
5.	24BBA07	Dharani.V
6.	24BBA08	Dharshana.C
7.	24BBA09	Dharshini.T
8.	24BBA10	Divya.P.G
9.	24BBA11	Ganeshpriya.S
10.	24BBA12	Humariya Fathima.S
11.	24BBA13	Karthiga.D
12.	24BBA14	Keerthiga.K
13.	24BBA15	Kishiba.A
14.	24BBA16	Menaka Devi.S
15.	24BBA17	Mukila.M
16.	24BBA18	Narayani.S
17.	24BBA19	Niranjana.A
18.	24BBA20	Primiladevi.M

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19.	24BBA21	Prabha.A
20.	24BBA22	Praveena.A
21.	24BBA23	Rasika thangam.P
22.	24BBA24	Rohini.B
23.	24BBA25	Sakthisri.V
24.	24BBA26	Samriddhi.K
25.	24BBA27	Sivasangari.P
26.	24BBA28	Udhya Chandrika.S
27.	24BBA29	Valarmathi.S
28.	24BBA30	Varsha.K
29.	24BBA31	Vinitha.C
30.	24BBA32	Aishwarya Meera. M
31.	24BBA33	Vimala devi.M