



SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

TEACHING PLAN

Course Code	Course Title	Semester	Branch	Contact Periods /Week	Academic Year	Date of commencement of Semester
24MB4E04	SALES AND DISTRIBUTION MANAGEMENT	IV	MBA	5	2025-2026	08/01/2026
COURSE OUTCOMES						
CO1	Design a Sales Organization. (K4)					
CO2	Apply various sales force selling strategies along with sales planning process. (K3)					
CO3	Evaluate the process of assessing market potential and select forecasting methods. (K3)					
CO4	Demonstrate various Marketing Channels, integration and management. (K2)					
CO5	Apply different strategies in wholesaling and retailing. (K3)					
UNIT	Outcomes / Bloom's Level	Topic No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
1. INTRODUCTION TO SALES MANAGEMENT						
I	Design a Sales Organization. (K4)	1.1	Meaning of Sales	T1	1	Chalk & Talk, PPT, PDF, Video
		1.2	Evolution of Sales Concept	T1	1	
		1.3	Nature and Role of Selling	T1	1	
		1.4	Objectives of Sales Management	T1	1	
		1.5	Integrating Sales and Marketing Management	T1	1	
		1.6	Environmental Changes Affecting Sales Management	T1	1	
		1.7	The Sales Organization	T1	1	
		1.8	Role of a Sales Organization	T1	1	
		1.9	Basis of Designing a Sales Organization	T1	1	
		1.10	Types of Sales Force Structure	T1	1	
		1.11	Sales Culture	T1	1	
		1.12	Sales Functions & Policies	T1	1	
		1.13	Role of a Sales Manager	T1	1	
		1.14	Responsibilities of Sales Manager	T1	1	
Total					14	

2. PERSONAL SELLING						
II	Apply various sales force selling strategies along with sales planning process. (K3)	2.1	Buyer Seller Dyads	T1	1	Chalk & Talk PPT
		2.2	Types of Selling Jobs	T1	1	
		2.3	Sales Force Objectives and Strategies	T1	1	
		2.4	Theories of Personal Selling	T1	1	
		2.5	Personal Selling Process	T1	1	
		2.6	The Sales Planning Process and its Importance	T1	1	
		2.7	Types of Budgets	T1	1	
		2.8	Methods of Budgeting for Sales Force	T1	1	
TOTAL					08	
3. ASSESSING MARKET POTENTIAL						
III	Evaluate the process of assessing market potential and select forecasting methods. (K3)	3.1	Importance of Assessing Market Potential	T1	1	PPT , Video, Flipped classroom
		3.2	Analyzing Market potential	T1	1	
		3.3	Sales Forecasting Methods	T1	1	
		3.4	Selecting a Forecasting Method	T1	1	
		3.5	Definition of Sales Quota	T1	1	
		3.6	Types of Sales Quota	T1	1	
		3.7	Methods of Setting Sales Quotas	T1	1	
		3.8	Sales Analysis and Audit	T1	1	
		3.9	Compensating Sales Force	T1	1	
		3.10	Types of Compensation Plans	T1	1	
		3.11	Designing Compensation Plans	T1	1	
		3.12	Determinants of Sales Force Performance	T1	1	
		3.13	Methods of Sales Force Evaluation	T1	1	
Total					13	
4. MARKETING CHANNELS, INTEGRATING AND MANAGEMENT						
IV	Demonstrate various Marketing Channels, integration and management. (K2)	4.1	Channel Members and their Functions	T2	1	Chalk & Talk, PPT, Video
		4.2	Designing Marketing Channels	T2	1	
		4.3	Channel Flows and Costs	T2	1	
		4.4	Importance of Channel Integration	T2	1	
		4.5	Vertical Marketing Systems	T2	1	
		4.6	Types of Vertical Marketing Systems	T2	1	
		4.7	Horizontal Marketing Systems	T2	1	
		4.8	Hybrid Channel Systems	T2	1	
		4.9	Criteria for Selecting Channel Members	T2	1	
		4.10	Evaluation of Channel Members	T2	1	
		4.11	Modifying Channel Arrangements	T2	1	
		4.12	Managing Channel Relationships	T2	1	
		4.13	Managing Channel Conflicts	T2	1	

Total	13
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5. WHOLESALING AND RETAILING

V	Apply different strategies in wholesaling and retailing. (K3)	5.1	Wholesaling and its Importance	T2	1	Chalk & Talk, PPT (Active Learning Activity)
		5.2	Types of Wholesalers	T2	1	
		5.3	Strategic Issues in Wholesaling	T2	1	
		5.4	Trends shaping Wholesale Distribution	T2	1	
		5.5	Challenges in Wholesaling	T2	1	
		5.6	Wholesaling in India	T2	1	
		5.7	Retailing and its Importance	T2	1	
		5.8	Evolution of Retailing	T2	1	
		5.9	Classification of Retailers	T2	1	
		5.10	Strategic Issues in Retailing	T2	1	
		5.11	Trends in Retailing	T2	1	
		5.12	Channel Information Systems	T2	1	
		5.13	Ethical and Social Issues in Sales and Distribution Management	T2	1	

Total 13

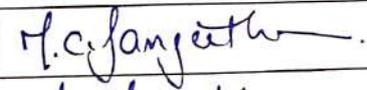
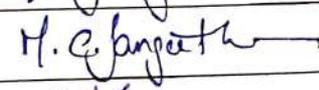
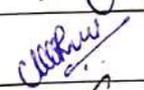
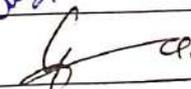
CUMULATIVE PROPOSED PERIODS 61

Text Books:

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
T1	Sales and Distribution Management - Tapan K. Panda, Sunil Sahadev - Oxford Higher Education
T2	Sales and Distribution Management - K. Shridhara Bhat - Himalaya Publishing House

Reference Books:

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
R1	Sales and Distribution Management - Richard R. Still, Edward W. Cundiff, Norman A.P Govoni and Sandeep Puri - Pearson Publications
R2	Sales and Distribution Management - Krishna K Havaldar and Vasant Calvale - Mc Graw hill - 3 rd Edition

	Name	Signature with Date
i.	Faculty M CHRISTI SANGEETHA, ASSISTANT PROFESSOR	
ii.	Course Coordinator M CHRISTI SANGEETHA, ASSISTANT PROFESSOR	
iii.	Module Coordinator Dr. M. MANIKYA RAO, ASSOCIATE PROFESSOR	
iv.	Programme Coordinator Dr. GRACE GANTA HOD, DEPT. OF MBA	


Principal