

E.M.G. YADAVA WOMENS COLLEGE, MADURAI -14.
 (An Autonomous Institution – Affiliated to Madurai Kamaraj University)
 Re –accredited (3rd cycle) with Grade A⁺ and CGPA 3.51 by NAAC
CBCS
DEPARTMENT OF BUSINESS ADMINISTRATION – BBA
ADD ON COURSE

(w.e.f. 2021 – 2022 onwards)

Sales Management for Sales Managers

1. This Course is taken up by first year BBA students
2. Period of study : I Semester

COURSE STRUCTURE

Contact Hours: 30 hrs

Credit: 1

S.No.	Sem	Subject Code	Title of the Paper
1.	I	21BAOC	Theory: Sales Management for Sales Managers
2.	I	21BAOCP	Practical

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Title of the Paper : Sales Management for Sales Managers
Semester : I **Contact hours: 30hrs**
Subject Code : 21BAOC

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.

Text Book

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

References:

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, Bengalure.

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Sales Management for Sales Managers

Title of the Paper : Sales Management for Sales Managers Practical
Semester : I
Sub Code : 21BAOCP

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