E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE



DEPARTMENT: BUSINESS ADMINISTRATION

ACTIVITY : ADD-ON COURSE

YEAR : 2023-2024

DEPARTMENT OF BUSINESS ADMINISTRATION

DATE(S)	TIME	VENUE	MODE	
02.08.2023 to 05.10.2023	3:00 p.m. to 4:00 p.m.	I BBA Classroom E.M.G. Yadava Women's College	Offline	
Theme		Mastering the Art of Sales		
Nature of the Activity		Add-on Course		
Title		Sales Management for Sales Manager		
Coordinator		Dr. Mrs.V.Selva Subashini Assistant Professor of BBA EMGYWC		
No. of Participants		Students - 25		

SALES MANAGEMENT FOR SALES MANAGER

Objectives:

- To gain comprehensive knowledge about organizing and managing sales operations and effectively leading a sales force.
- To understand the key functions, duties, and responsibilities of a sales manager in various organizational contexts.
- To learn strategies for managing channel efficiency and enhancing the effectiveness of distribution systems.

Programme Outcomes:

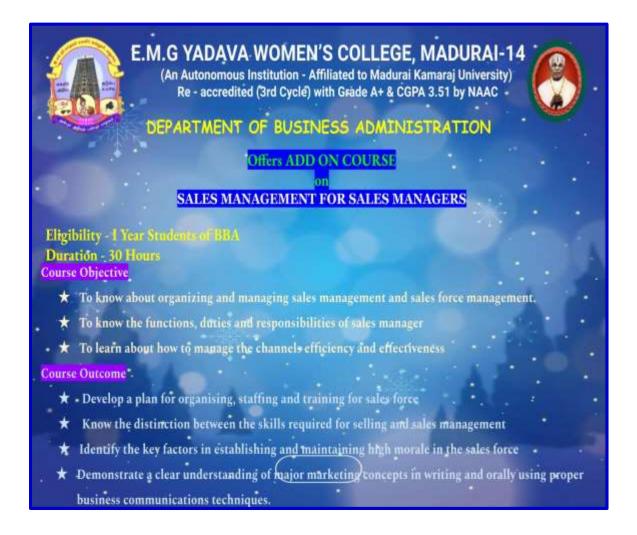
• Students were equipped to develop strategic plans for organizing, staffing, and training a high-performing sales force.

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- They acquired a clear understanding of the distinct skills required for effective selling versus those essential for sales management.
- The course empowered students to analyze and optimize sales channels, ensuring efficiency and improved outcomes.
- Participants gained practical insights and tools for building successful sales teams and achieving organizational sales goals.

Enclosures:

a. Invitation:



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- b. Nominal Roll of Participants:
- 1. Student participants of EMGYWC:



E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.

(An Autonomous Institution – Affiliated to Madurai Kamaraj University) Re-accredited (3^{rd} Cycle) with Grade A^+ and CGPA 3.51 by NAAC

SALES MANAGEMENT FOR SALES MANAGER 02.08.2023 to 05.10.2023

S.No.	REGISTER	NAME	DEPARTMENT
	NUMBER		
1.	23BBA01	Afshana Mariyam.A	BBA
2.	23BBA02	Anitha.J	BBA
3	23BBA03	Anjana Sivanandha Shankar.S	BBA
4	23BBA04	Aprin.A	BBA
5	23BBA05	Arul Ammatchi.M	BBA
6	23BBA06	Aruntamil Ilakkiya.K	BBA
7	23BBA07	Backiyalakshmi.S	BBA
8	23BBA08	Chandramugi.G	BBA
9	23BBA09	Gokila.N	BBA
10	23BBA10	Haritha.A	BBA
11	23BBA11	Jeyapriya.M	BBA
12	23BBA12	Julfana Nawreen.M.J	BBA
13	23BBA13	Kaviyadharshini.N	BBA
14	23BBA14	Maheshwari.B	BBA
15	23BBA15	Meerajasmine.M	BBA
16	23BBA16	Priya.P	BBA
17	23BBA17	Priyadharshini.S	BBA
18	23BBA18	Revathi.R	BBA
19	23BBA19	Samyuktha.S	BBA
20	23BBA20	Sarika.K	BBA
21	23BBA21	Sathya.T	BBA
22	23BBA22	Subaetha.U	BBA
23	23BBA23	Suruthi.K	BBA
24	23BBA24	Vinothini.M	BBA
25	23BBA25	Yogitha.J	BBA