

## 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
<b>Theme</b>	Mastering the Art of Sales		
<b>Nature of the Activity</b>	Add-on Course		
<b>Title</b>	Sales Management for Sales Manager		
<b>Coordinator</b>	Dr. Mrs.V.Selva Subashini Assistant Professor of BBA EMGYWC		
<b>No. of Participants</b>	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:



**E.M.G YADAVA WOMEN'S COLLEGE, MADURAI-14**  
(An Autonomous Institution - Affiliated to Madurai Kamaraj University)  
Re - accredited (3rd Cycle) with Grade A+ & CGPA 3.51 by NAAC

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Offers ADD ON COURSE**  
on  
**SALES MANAGEMENT FOR SALES MANAGERS**

**Eligibility - 1 Year Students of BBA**  
**Duration - 30 Hours**  
**Course Objective**

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


**Course Outcome**

- ★ Develop a plan for organising, staffing and training for sales force
- ★ Know the distinction between the skills required for selling and sales management
- ★ Identify the key factors in establishing and maintaining high morale in the sales force
- ★ Demonstrate a clear understanding of major marketing concepts in writing and orally using proper business communications techniques.

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### b. Nominal Roll of Participants:

#### 1. Student participants of EMGYWC:

 <b>E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.</b> (An Autonomous Institution – Affiliated to Madurai Kamaraj University) Re-accredited (3 <sup>rd</sup> Cycle) with Grade A <sup>+</sup> and CGPA 3.51 by NAAC			
<b>SALES MANAGEMENT FOR SALES MANAGER</b> <b>02.08.2023 to 05.10.2023</b>			
S.No.	REGISTER NUMBER	NAME	DEPARTMENT
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