

Course code	Course Title	L	T	P	C
OLMBA620	Sales and Distribution Management	3	1	0	4
Pre-requisite	NIL	Syllabus Version			
		1.0			
Course Objectives:					
1. Comprehend sales and distribution frameworks, logistics, and supply chain dynamics.					
2. Acquire skills in executing sales processes, emphasizing contemporary techniques and technology.					
3. Analyse sales data to evaluate team effectiveness, identifying trends and opportunities.					
4. Formulate and implement sales strategies, considering market dynamics, and technology.					
Course Outcome:					
1. Describe the key concepts, functions, and responsibilities of sales and distribution management and technology tools for automation, data analysis, and process improvements.					
2. Explain the steps in the sales process and apply sales techniques using CRM technology and sales enablement tools to optimize productivity.					
3. Analyse sales performance data and develop strategies to improve performance.					
4. Evaluate the effectiveness of sales and distribution management strategies and practices utilizing technology to gain insights.					
Module:1	Introduction to Sales and Distribution Management:				
Overview of the sales and distribution management field - Key concepts and definitions - Functions and responsibilities of sales and distribution management - Trends and challenges in the industry					
Module:2	Sales Strategy and Planning:				
Market segmentation and target audience identification - Sales forecasting and goal setting Sales territory management and resource allocation - Sales budgeting and cost management					
Module:3	Sales Channel Management:				
Overview of direct and indirect sales channels - Distribution networks and channel integration Channel strategy and channel conflict management - Channel partnership and relationship Management					
Module:4	Sales Force Management:				
Recruitment and selection of sales representatives - Sales training and development programs - Motivation and performance management of sales representatives - Sales team structure and organization					
Module:5	Sales Performance Analysis and Measurement:				
Key performance indicators (KPIs) and sales metrics - Sales performance tracking and reporting - Sales performance evaluation and improvement strategies, Sales compensation and incentive plans					
Module:6	Sales Technology and Automation:				
Overview of sales technology and automation tools -Customer relationship management (CRM) systems and their application - Sales automation and productivity tools - E-commerce sales platforms and digital sales strategies					
Module: 7	Sales Operations and Supply Chain Management:				

Order processing and fulfillment management -Inventory management and demand forecasting - Logistics and transportation management - Customer service and support management - Sales process improvement and operational efficiency strategies.		
	Total Hours of Study:	120 hrs
Text Book(s)		
1.	"Sales Management: Analysis and Decision Making" by Thomas N. Ingram, Raymond W. LaForge, and Ramon A. Avila. Routledge, 2019	
2.	"Marketing Channels: A Management View" by Bert Rosenbloom. Cengage India Private Limited, 2012	
Reference Books		
1.	"The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies" by Robert B. Miller and Stephen E. Heiman.	
2.	"Handbook of Marketing Channels and Distribution Management" edited by Erdener Kaynak and Emre Kızılkaya.	
3.	"Marketing Management" by Philip Kotler and Kevin Lane Keller.	
4.	"Marketing Metrics: The Definitive Guide to Measuring Marketing Performance" by Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, and David J. Reibstein.	
Mode of Evaluation: Quiz/ Assignment/CAT/FAT		
Recommended by Board of Studies		04-11-2024
Approved by Academic Council		No.76 Date 28-11-2024