JHARKHAND Rai University
UGC RECOGNISED UNIVERSITY
ACCREDITED BY NAAC

Lesson Plan & Tracking

Programe : MBA	Session :2021-2023	Year : 2022	Sem:III

Course: SALES & DISTRIBUTION MANAGEMENT

Name of the Faculty: SNIGDHA SINGH	Commencement Date:12 SEPTEMBER 2022	Date of Closure:30 DECEMBER 202

Lecture No.	Week	Unit	Topics to be Covered	Blended Mode			Date	Duration	Tracking of Lectures	Related Course Outcome	Signature of Faculty	Signature of HoD	Remarks (i any)
				ICT Tool/Platform/ LMS	Resources	Activity							
1	1	1	Sales Management- Meaning, Scope and Importance										
2		1	Evolving face of Personal Selling,Process and Approaches										
3		1	Prospecting for Customers, Sales Presentation										
4	2	1	Designing and Delivering of Sales Presentation										
5		1	Sales Organisation, Structure, Sales Strategies										
6		1	Sales Forecasting; Sales Territory Desoign										
7	3	2	Sales force Management, Saless force Job Description										
8		2	Training Sales Personnel; Sales force Motivation										

9		2	Compensation; Sales Quotas; Evaluating Sales Performance										
10	4	2	IT in Sales Management										
11		2	Revision- 1 &2										
12		3	Distributon Planning, and Control , Complex Distribution Arrangement										
13	5	3	Functions of Intermediaries, Types and Roles of Channel Intermediaries										
14		3	Wholesale and Retail Structure										
15		4	Channel Strategy and Design										
16	6	4	Motivation and Evaluation of Intermediaries										
17		4	Chaneel Selection, Management; Channel Information System										
18		4	Market Logistics										
19	7	4	Supply Chain Management										
20		4	International Sales Management										
21		4	Physical Distribution System										

22	8	4	Objectives and Decisions Area										
23		4	Customer Service Goals										
24		4	Logistics Planning										
25	9	4	Transportation, Warehousing and Inventory Decisions										
26		4	Integration of Sales and Distribution										
27		3,4	Revision- 3&4										
28	10	1,2,3,4	Revision- 1,2,3,4										
30		1,2,3,4	Model Test Paper										