



INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR

Post Graduate Diploma in Management- Part Time

Sales and Distribution Management (MK608)

Credit: Two credits

Session Duration: 60 Minutes

PGDM-2017-PT

Term – VII

Course Instructor	Dr. Pravesh Kumar Padamwar
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Consulting hours	2:30 pm to 5:30 pm (subject to availability)

Course Introduction:

Sales and distribution management turns marketing plans to reality. Sales executives play a major role in achieving sales volumes, profits, and continuing growth. This field offers a challenging and fast-growing career, and an opportunity to interact with executives of various departments inside and outside the organization that helps in getting a better understanding of the business. This course is aimed to help the students learn selling skills, and get an exposure to the management of sales personnel and the maintenance of the relationship with distribution organization.

Learning Outcomes:

#	Learning Outcomes
LO1	To understand the function of sales and distribution management, and its role in the marketing mix.
LO2	To develop personal selling skills.
LO3	To understand sales strategy, selling process, and sales force management.
LO4	To gain insight of behavioral and decision-making aspects in sales and distribution.
LO5	To understand distribution process, channel institutions, and distribution strategy.

Pedagogy:

The course will help students develop an appreciation of sale and distribution management in B2B and B2C market through lectures, discussions, case analysis, and role plays.

Textbook:

Krishna K Havaldar and Vasant M Cavale, Sales and Distribution Management-Text and Cases, (3rd Edition), McGraw Hill, Chennai.

Reference book:

Richard R. Still, Edward W. Cundiff, Norman A. P. Govoni, & Sandeep Puri. Sales and Distribution Management - Decisions, Strategies, and Cases, (6th Edition), Pearson.

Evaluation criteria:

Quizzes and class participation	20 %
Mid-term exam	20 %
Term assignment	20 %
End-term exam	40 %

Session plan:

#	Topic	Learning outcomes	Readings
1-2	<ul style="list-style-type: none">• Introduction to sales and distribution management	LO1.	Textbook – Chapter 1
3-6	<ul style="list-style-type: none">• Personal selling• Sales strategy	LO2, LO3.	Textbook – Chapter 2, 3. <i>Article-</i> David Mayer & Herbert M. Greenberg, (2006) “What makes a good salesman”, <i>Harvard Business Review</i> .
7-8	<ul style="list-style-type: none">• Territory management	LO3.	Textbook – Chapter 4, 5.
9-12	<ul style="list-style-type: none">• Managing the sales organization• Sales force management	LO1, LO3, LO4.	Textbook – Chapter 6, 7, 8. <i>Article-</i> Doug j. Chung, (2015) “How to really motivate salespeople”, <i>Harvard Business Review</i> . <i>Case analysis #1-</i> QualityKiosk: Drawing up a Sales Strategy
13-14	<ul style="list-style-type: none">• Overview of distribution management	LO1.	Textbook – Chapter 9, 10.
15-18	<ul style="list-style-type: none">• Developing and managing distribution strategy and channel network• Channel conflict	LO4, LO5.	Textbook – Chapter 11-14. <i>Case analysis #2-</i> Eco7: Launching a New Motor Oil
19-20	<ul style="list-style-type: none">• Revision and discussion of the course	LO1 to LO5.	All the above

Academic integrity:

- a) Plagiarism is the use of or presentation of ideas, works that are not one's own and which are not common knowledge, without granting credit to the originator. Plagiarism is unacceptable in IMI and will invite penalty. Type and extent of penalty will be at the discretion of the concerned faculty.
- b) Cheating means using written, verbal or electronic sources of aid during an examination/quiz/ assignment or providing such assistance to other students (except in cases where it's expressly permitted by the faculty). It also includes providing false data or references/list of sources which either do not exist or have not been used, having another individual write your paper or assignment or purchasing a paper for one's own submission. Cheating is strictly prohibited at IMI and will invite penalty as per policies of the Institute.