

Name of Faculty	Manish Gulyani		
Discipline	Management (MBA)		
Semester	Third Semester (III)		
Subject	Sales & Logistics Management (MM-303)		
Lectures Required	Topic (Including Assignment/Test)	Practical	Assignment/Test)
4	Introduction to Sales Management: Basic Framework	N/A	N/A
	Sales Management :- Meaning, Features Nature, Importance & Scope,		
1	Selling Yourself (First Activity)		
4	Sales Organization: Concept, Nature, Meaning,	N/A	Assignment-I on Sales Organization
	Types of Sales Organization		
	Significance of Sales Organization		
1	Revision & Problem Solving Session		
4	Sales Functions	N/A	N/A
	Sales Policies		
	Responsibilities of Sales Manager		
	Tasks of Field Sales Manager Qualities of Good Salesman		
2	Case Study - Distribution Problem (2nd Activity)		
4	Planning the Sales Efforts	N/A	N/A
	Sales Planning - Concept , Types, Features		
	Process of Sales Planning		
	Sales Budgeting - Basic Framework		
	Concept, Nature, Meaning of Sales Budgeting		
1	Oral Test - Sales Budgeting		
2	Sales Forecasting :		Assignment-II on Sales Forecasting
	Concept, Meaning, Nature		
	Process of Sales Forecasting		
	Significance of Sales Forecasting		
2	Case Study (3rd Activity)		
2	Sales Quota :- concept, types, fixation of sales quotas	N/A	
	Sales Territories		
2	Estimation of Market Potential Sales & Cost Analysis	N/A	N/A
2	Impetus (4th Activity)		
4	Managing Sales force:	N/A	N/A
	Recruitment, Selection, Training,		
	Compensation, Motivation		
	Evaluation of Sales Force		
3	Logistics Management:- Concept, Meaning, Types, Nature Relationship with Supply chain Management	N/A	N/A

	Logistics as a source of competitive advantage		
MARKETING PLAN (5th Activity)			
2	Warehousing: Concept, Alternates, Strategy	N/A	N/A
4	Inventory Management : Transportation Types, Issues & Decision-Making Packaging Logistics Organization Recent Trends in Logistics- E Logistics, Green Logistics Reverse Logistics	N/A	N/A