

Batch	:	2024-26		Semester : 3		
Course Code	:	PG61T315		Credits :3		
Course Name	:	International Marketing Management				
Course faculty/s	:	Prof.Prakash Naik				
Mobile no.	:	7349433984		E Mail-prakash@globalbschool.in		

--- PART 1 ---
COURSE OBJECTIVES:

- ❖ To make students to learn concepts, theories, principles, functions and objectives of International Marketing Management.
- ❖ They should feel equally confident to be able to distinguish international marketing mechanics from the domestic marketing models and approaches

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 rd Level	@ 2 nd Level	@ 1 st Level
CLO1	Outline the Overview of the World Business – Domestic V/S International Marketing.	1,2,		
CLO2	Apply trade theories and economic development –Barriers to International Marketing.	1,2		
CLO3	Plan effective strategies for a business entry into International Market.		1,4	
CLO4	Develop skills in researching and analyzing trends in global and modern markets.		1,4	
CLO5	Apply International Marketing Decisions - Product, Price, Place Promotion strategies to Their concerned organization's in the given project.	1,2	4,5	

Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	2.6	3		2	2				

MODULE		COURSE CONTENT	MODULE HOURS
MODULE 1	:	An Overview of International Marketing	12
MODULE 2	:	The Political Environment	15
MODULE 3	:	International Marketing Channels,	18

Text Book:

1. Philip R. Cateora, Mary C Gilly and John Graham, International marketing, 15th edition, McGrawHillpublications.
2. Paul, Ramneek Kapoor, “International Marketing – Text and Cases”, Tata MCGrawHill Publications, NewGelhi.

References:

- Sak Onksit and John Shaw “International Marketing – Analysis and Strategy” Latest edition, Pearson Publications.
- P. Subba Rao, “International Marketing”, HimalayaPublications

ASSESSMENT SCHEME AND WEIGHTAGE:

{a) END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	66.7%	50	180

{b} OTHER ASSESSMENTS

S. No.	Evaluation Item	Unit of Evaluation	Marks	Time	CLO
1	Case Study	Individual	2.5	21 Sessions	1,2
2	Project	Team	7.5	42-45 th Sessions	4, 5
3	Assignment	Individual	5	20 th Session	3
4	Class Attendance	Individual	5	Assessed across all sessions	
5	Class Participation	Individual	2.5	Assessed across all sessions	
6	GMG	Team	2.5	Assessed across all sessions	

PART 2: SESSION PLAN

Session	Topic	Date	Pedagogy	Readings from text book	Pre-reads, Post reads & references/links
1	Introduction , Objectives and Course outline Briefing	9.10.2025	Lecture		
2	Module I: An Overview of International Marketing: The Scope of International Marketing	9.10.2025	Lecture	International Marketing Pg No-10 , ByPhilip R	https://www.tutorialspoint.com/international_marketing/international_marketing_introduction.htm#:~:text=International%20Marketing%20E2%88%92%20Overview,an%20identifying%20the%20target%20market
3	Challenge of International Marketing	11.10.2025	Lecture		
4	International Marketing Environment	16.10.2025	Lecture	International Marketing Pg No-13,ByPhilip R	
5	International Marketing Environment	16.10.2025	Lecture		
6	Preparing for International Marketing Strategies	18.10.2025	Lecture	International Marketing Pg No- 550 , ByPhilip R	http://afmktpstu.weebly.com/uploads/5/4/2/4/5424898/im_02.pdf
7	Preparing for International Marketing Strategies	23.10.2025	Lecture		
8	The Dynamic Environment of International Trade	23.10.2025	Lecture	International Marketing Pg No-26 , ByPhilip R	
9	The Cultural Environment of Global Markets	25.10.2025	Lecture		https://www.yourarticlerepository.com/international-trade/political-environment-and-international-business/76231#:~:text=Introduction%20to%20International%20Political%20Environment%3A&text=Exporting%20firms%20use%20political%20pressure,1legislative%20requirements%20
10	History and Geography: The Foundations of Culture,	6.11.2025	Lecture		
11	Cultural Dynamics in Assessing Global Markets	6.11.2025	Lecture	International Marketing Pg No-94 , ByPhilip R	

12	Management Style, and Business Systems.	8.11.2 025	Lecture		and%20export%20incentives.
13	Management Style, and Business Systems.	13.11. 2025	Lecture		
14	Module II: The Political Environment: A Critical Concern	13.11. 2025	Lecture	International Marketing Pg No- 158 , ByPhilip R	https://www.slideshare.net/nalinar/global-vision-through-marketing-research#:~:text=1.,research%20involves%20two%20additional%20complications.
15	The International Legal Environment	20.11. 2025	Lecture		
16	The International Legal Environment	20.11. 2025	Lecture	International Marketing Pg No-184 , ByPhilip R	
17	Playing by the Rules	21.11. 2025	Lecture		https://www.livemint.com/Companies/hpM1JrPxNIQQHpvwykMLeN/Five-challenges-for-Ikea-in-India.html
18	Assessing Global Market Opportunities	22.11. 2025	Lecture	International Marketing Pg No-218 , ByPhilip R	
19	Developing a Global Vision through Marketing Research and Segmentation	2.12.2 025	Lecture	International Marketing Pg No-223 , ByPhilip R	
20	Developing a Global Vision through Marketing Research and Segmentation	2.12.2 025	Lecture Submission of Assignment		
21	CASE-	9.12.2 025	Case Method		
22	Economic Development and the Americas, Europe	9.12.2 025	Lecture	International Marketing Pg No- 248 , ByPhilip R	https://www.yourarticlerepository.com/marketing/useful-notes-on-international-marketing-channel-system/5790
23	Economic Development and the Africa, and the Middle East		Lecture	International Marketing Pg No-271 ,	

				ByPhilip R	
24	Asia Pacific Region: Developing Global Marketing Strategies		Lecture	International Marketing Pg No-302 , ByPhilip R	https://accountlearning.com/printing-in-international-marketing-steps-involved/
25	Orientation towards BRICS nations		Lecture		
26	Global Marketing Management: Planning and Organization,		Lecture	International Marketing Pg No- 330 , ByPhilip R	
27	Products and Services for Consumers,		Lecture	International Marketing Pg No-358 , ByPhilip R	
28	Products and Services for Businesses		Lecture	International Marketing Pg No- 392 , ByPhilip R	
29	Module III: International Marketing Channels		Lecture	International Marketing Pg No-418 , ByPhilip R	
30	Integrated Marketing Communications and International Advertising		Lecture	International Marketing Pg No-452 , ByPhilip R	
31	Promotion, Personal Selling and Sales Management,		Lecture	International Marketing Pg No-494 , ByPhilip R	
32	Promotion, Personal Selling and Sales Management, Lecture				
33	CASE		CASE METHOD		
34	International Distribution Systems		Lecture	International Marketing Pg No- 421 ,	https://www.citeman.com/13471-negotiating-with-international-customers-

				ByPhilip R	partners-and-regulators.html
34	Pricing for International Markets: Implementing Global Marketing Strategies		Lecture	International Marketing Pg No- 520 , ByPhilip R	https://www.citeman.com/13471-negotiating-with-international-customers-partners-and-regulators.html
36	Pricing for International Markets: Implementing Global Marketing Strategies		Lecture	International Marketing Pg No- 520 , ByPhilip R	
37	Negotiating with International Customers		Lecture	International Marketing Pg No-550 , ByPhilip R	
38	Negotiating with International Partners, and Regulators		Lecture		
39	International Technology Transfer and Counter Trade, the Trade Mark Regime.		Lecture		
40	International Technology Transfer and Counter Trade, the Trade Mark Regime.		Lecture		
41	The Indian Export Scenario		Adjunct Faculty		
42	The Export Import Scene in India		Adjunct Faculty		
43	Import-Export Policy		Adjunct Faculty		
44	Export Documentation		Adjunct Faculty		
45	Export Procedure		Adjunct Faculty		

ASSURANCE OF LEARNING PLAN (AOL PLAN)

1. CLOs and Mode of Assessment:

CLO No.	CLO (Description)	Mode of Assessment
CLO1	Understand Overview of the World Business – Domestic V/S International Marketing.	Case method
CLO2	Apply trade theories and economic development –Barriers to International Marketing.	Case method
CLO3	Plan effective strategies for a business entry into International Market..	Assignment
CLO4	Planning for International Marketing Research.	Project
CLO5	Apply International Marketing Decisions - Product, Price, Place Promotion strategies to Their concerned organisations in the given project.	Project

1. Assessment Rubrics:

CLO No.	Exceed Expectation	Meet Expectation	Does not meet Expectation
CLO 1 CLO 2	1)submission is in PDF format 2)Completeness: all the questions attempted & solved 3) Conclusion clearly and correctly addresses the Case Students who analyze the case with appropriate examples and apply these examples to solve the problem in case. Students who analyse the case with appropriate alternatives and apply these alternatives to provide solution to the problem in case. (scores between 4-5)	1) Submission is in PDF format 2) Completeness: Some questions attempted & solved which are understandable and demonstrates comprehensive skills. Students who analyze the case with appropriate examples. Students who analyse the case with applying appropriate alternatives. (scores between 2-3)	1) Submission is in PDF format 2) Completeness: very few questions are attempted and poor no comprehension of the skill. Students who analyze the case and write concepts. Students who analyse case and provide reasonable solution to the case. (scores between 0-1)
CLO 3	Submission of report with Detailed, realistic steps with risk mitigation & marketing mix(scores between 2-2.5)	Submission of report with Some detail, partially realistic(scores between 1.5-2)	Submission of report with Minimal plan, lacks depth and No clear plan(scores between 0-1.5)

CLO 4,5	In International Marketing project presentation”, students who apply appropriate alternatives to provide solution to the problem in the project and present their work in the class at the end of their semester. (scores between 6-7.5)	In International Marketing project presentation”, students who apply appropriate alternatives and Present their work in the class at the end of their semester. (scores between 3-5)	In International Marketing project presentation”, students who don’t apply appropriate alternatives and just scan the environment and submit the final project at the end of their semester. (scores between 0-2)
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Adjunct Faculty:

Attendance Marks:

5 Marks for Attendance component will be awarded in the following gradation –

Attendance	76-80%	81-85%	86-90%	91-95%	96-100%
Marks	1	2	3	4	5

PART 3: SUPPLEMENTARY INFORMATION

Title: International Marketing Project

Identify the exporting firm and study the business type, methods and mode of export business, .

Project: Design and deliverables are

Project Deliverables	
1	Export firm goal
2	Type of Services they offer & products they cater in international market
3	Overseas market study & Marketing plans
4	Profit model and margin
5	SWOT Analysis
6	Its importance to economy and entrepreneurial opportunities

Submitted by:

Prof.Prakash Naik
Course faculty

Approved by:

Area chair – Marketing

Dean Academics

Director

Batch	:	2023-25	Semester :	<u>III</u>
Course Code	:	PG61T313	Credits :	<u>03</u>
Course Name	:	Retail Management	Number of Students:	
Course faculty/s	:	Dr. Basavaraj Sulibhavi	Contact Hours: 45	
Mobile No.	:	9731100719	E mail :	basavaraj@globalbschool.com

--- PART 1 ---

INTRODUCTION TO THE COURSE

The main objective of the curriculum is to provide the learner an overview of the retail industry, concepts and processes, and an opportunity to understand the areas of accountability for a Retail Manager. The learner will also be able to determine a level of interest in pursuing a career in retail management.

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3 rd Level	@ 2 nd Level	@ 1 st Level
CLO1	At the end of the course, the student will be able to: Evaluate current retailing trends based on consumer, legal and competitive environments.	1		
CLO2	Identify retail opportunities and evaluate the strategies associated with each type of opportunity.	1	2	
CLO3	Distinguish & analyze the factors and tools that retailers use when developing merchandise mix.	2,4		
CLO4	Develop retail merchandise mix by assessing current Indian retail practices and proposing their own retail store.	1,2,5		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	3	2.66		3	3				

COURSE CONTENT		Module Hours
MODULE 1	: Introduction to the World of Retailing	10
MODULE 2	: Retail Market Strategy	7
MODULE 3	: Merchandise Management	11
MODULE 4	: Store Management	15

PRESCRIBED TEXT BOOK:

RETAILING MANAGEMENT by Levy and Weitz. Tata McGraw-Hill.

OTHER READINGS AND REFERENCES

1	Chetan Bajaj Rajanish Tuli and Nidhi Varma Srivastava, "Retail Management", Oxford Publications.
2	Barry Barman, Mini Mathur, "Retail Management – Strategic Approach", Pearson Publications.

ASSESSMENT SCHEME AND WEIGHTAGE:

{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	66.7%	50	180

{b} OTHER ASSESSMENTS

S.No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Retail Audit (Project)	Team	20%	10	Concurrent to all sessions	03 & 04
2	Retail Expo (Assignment)	Team	40%	5	13-14 Sessions	01 & 02
3	Class Participation	Individual	10%	2.5	All sessions	
4	Attendance	Individual	20%	5	All sessions	
5	GMG	Individual	10%	2.5	All sessions	

PART 2: SESSION PLAN
Reading and the Additional reading

Session (Hr)	Topic	Pedagogy	Pre-reads references/links	Post reads & References/links / Quiz
1	Module 1-Retailing in India Significance of retail industry Marketing retail equations	Lecture	Book- Retailing Management, By..Michael Levy, pg no- 4-15 https://www.youtube.com/watch?v=HhlELlspaog	https://ebookcentral.proquest.com/lib/britishcouncilonline-ebooks/reader.action?docID=1211890&ppg=101
2	Retail Expo Briefing, Groups Formation	Discussion		
3	New role of retailers Indian retail scenario and its future prospects Global retailers retail opportunities	Lecture		https://ebookcentral.proquest.com/lib/britishcouncilonline-ebooks/reader.action?docID=1211890&ppg=153
4	Types of Retailers, Multichannel Retailing: Retail Formats and Theories,	Lecture	Book-Retailing Management, By..Michael Levy, pg no- 550	
5	Theories of retail development, Concept of retail life cycle,	Lecture		
6	Classification of retail stores, The role of franchising in retail,	Lecture		
7	Customer Buying Behaviour: Understanding the Retail Consumers,	Lecture		https://ebookcentral.proquest.com/lib/britishcouncilonline-ebooks/reader.action?docID=1211890&ppg=57
8	The factors influencing retail shopper, Consumer decision making process, changes in the Indian consumer,	Lecture		
9	the use of market research as a tool for understanding markets and consumers.	Lecture		
10	Retail Audit Project Briefing	Discussion		

11	Module 2 - Retail Market strategy; Financial Strategy Measures of Financial Performance,	Lecture	Book- Retailing Management, By..Michael Levy, pg no- 122-144	https://ebookcentral.proquest.com/lib/britishcouncilonline-ebooks/reader.action?docID=594540&query=retail+market+strategy
12	The strategic profit model, Measures of retail performance,	Lecture		
13	Retail Locations; Retail Site Location: The importance of store locations, types of locations,	Lecture	Case-1-retailing in India Book-Retailing Management, By..Michael Levy, pg no- 558	
14	Steps involving in choosing a location, trade areas and their evaluation, how to evaluate a retail location.	Lecture	Case-2-Staples Inc Book-Retailing Management, By..Michael Levy, pg no- 555	
15	Human Resource Management, Information Systems and Supply Chain Management,	Lecture		https://ebookcentral.proquest.com/lib/britishcouncilonline-ebooks/reader.action?docID=5085504&query=%2520retail%2520merchandise%2520management
16	Customer Relationship Management.	Lecture		
17	Retail Audit Project Briefing	Discussion		
18	Module 3: Managing the Merchandise Planning Process, The concept of merchandising, and the evolution of merchandising function in retail.	Lecture	Book- Retailing Management, By..Michael Levy, pg no- 316	https://ebookcentral.proquest.com/lib/britishcouncilonline-ebooks/reader.action?docID=4717112&query=retail+branding
19	Buying Merchandise: The process of merchandising buying, the procedure for selecting vendors and building partnerships.	Lecture	Book- Retailing Management, By..Michael Levy, pg no- 356	
20	The concept of own brand and manufacturers' brand.	Lecture		
22	the concept of category management, Role of Pvt. Labels.	Lecture		

23		Lecture		
24	Case Study	Case Study		
25	Retail Pricing: The concept of retail pricing and the factors affecting price,	Lecture	Book- Retailing Management, By..Michael Levy, pg no- 386	
26	Elements of retail price, developing a pricing strategy, adjustment to retail price.	Lecture		
27	GMROI. Retail communication mix, The concept of retail marketing mix,	Lecture	Book- Retailing Management, By..Michael Levy, pg no- 416	
28	STP, the role of POP in retail. E-retailing.	Lecture		
29	Retail Audit Project Briefing		Discussion	
30	Module-4 Managing the Store, Store Layout, Design.	Lecture	Book- Retailing Management, By..Michael Levy, pg no-452-482	https://www.youtube.com/watch?v= Hp9E3xctHY
31	Visual Merchandising, Retail Store Operations, The relationship between store image and store design	Lecture	Book- Retailing Management, By..Michael Levy, pg no-504	https://www.youtube.com/watch?v=em7dqAHhgRY
32	Components of exterior and interior consideration for selecting layout visual merchandising in retail.	Lecture		
33	Customer Service: The concept of customer service, the gaps in customer service,	Lecture		
34	Methods and tools available for encouraging loyalty, role of retail sales person, selling process.	Lecture	Book- Retailing Management, By..Michael Levy, pg no-514	https://www.youtube.com/watch?v=Zt-wt5aziNw
35	Selling process	Lecture	Book- Retailing Management, By..Michael Levy, pg no-514	https://www.youtube.com/watch?v=Zt-wt5aziNw
36	Starting your own Retail Business, Starting a	Lecture	Book- Retailing Management,	

	Franchise Business Retail Management Plan implementation and mid review project presentation		By..Michael Levy, pg no-540	
37	Starting your own Retail Business, Starting a Franchise Business Retail Management Plan implementation and mid review project presentation	Lecture	Book- Retailing Management, By..Michael Levy, pg no-540	
38	Starting your own Retail Business, Starting a Franchise Business Retail Management Plan implementation and mid review project presentation	Lecture	Book- Retailing Management, By..Michael Levy, pg no-540	
39	Case Study	Lecture	Students' Presentation	
40	Case Study	Lecture	Students' Presentation	
41	Retail Audit Project Briefing	Discussion		
42	Retail Audit Project Briefing	Discussion		
43	Retail Audit Project Briefing	Discussion		
44	Revision and Review on Old QPs		Discussion with Old QPs	
45	Revision and Review on Old QPs		Discussion with Old QPs	

Adjunct Faculty: Sessions Slots will be allotted based on the compatibility of Adjunct Faculty.

ASSURANCE OF LEARNING PLAN (AOL PLAN)

CLOs and Mode of Assessment:

CLO No.	CLO (Description)	Mode of Assessment
CLO1	Evaluate current retailing trends based on consumer, legal and competitive environments.	Retail Expo
CLO2	Identify retail opportunities and evaluate the strategies associated with each type of opportunity.	Retail Expo
CLO3	Distinguish & analyze the factors and tools that retailers use when developing merchandise mix.	Project (Retail Audit)
CLO4	Develop retail merchandise mix by assessing current Indian retail practices and proposing their own retail store.	Project (Retail Audit)

Assessment Rubrics:

CLO No.	Exceed Expectation	Meet Expectation	Does not meet Expectation
Project Report (Retail Audit)	All the contents are as given in the Project details. (8-10)	At least 3 contents are as given in the Project details. (4-7)	1 to 2 points of contents are as given in the Project details. (0-3)
Retail Expo	Students clearly demonstrate the product through elaboration and effective presentation (4-5)	Students are at ease with demonstrating product but fail to elaborate. (2-3)	Students are uncomfortable to demonstrate the product correctly. (0-1)

POLICY ON PLAGIARISM:

- Plagiarism of any kind and to any extent can attract penalty by the concerned faculty. The assessment can range from being awarded a ‘zero’ for that particular component, with no further opportunity to improve. Repetition of the offence would result in holding up IA for such candidates.

Attendance Marks:

Attendance	0-74%	75-80%	80-85%	86-90%	90-95%	96-100%
Marks	0	1	2	3	4	5

Retail Expo:

Retail Expo is an opportunity for the students to visit the retail store and its Management to practically run and observe the experience of working of a Retail Store. Here a group of students selects a particular bunch of associated products/services like Stationary, Chats, Soft/Health Drinks, Crafts, Gaming, Bakery, Ice-Creams, Gifts, Apparel etc. Then, they have to make all the arrangements of visiting the organized retail chain and prepare the assignments.

Criteria of Evaluation to select the Winner:

1. Name and Tagline	2. Visual Merchandise of the Store	4. Assortments
3. Marketing Mix adopted		5. Private Labels

Stage	Project timeline
Retail Expo Briefing & Groups Formation	2 nd session
Proposing Retail Expo Visit Plan	10 th session
Proposal approval	before 12 th session

Retail Audit Project Details:

In this project an individual students selects a particular Retail Store of his choice and carries out a Retail Audit to give a final Project Presentation on his/her Retail Store Audit.

Contents of the Report/Retail Store Audit Checklist:

1. Store Exterior

- Check that the store signage is visible and well-lit
- Ensure the parking lot is clean and free of debris
- Verify window displays are current and attractive

2. Store Interior

- Confirm aisles are free of obstructions and clean
- Check that product displays are organized and stocked
- Ensure that lighting and temperature are set to comfortable levels

3. Customer Service

- Observe if staff greets customers promptly and courteously
- Verify that staff is knowledgeable about store products and policies
- Ensure that the checkout process is efficient and accurate

4. Inventory Management

- Check that inventory levels are adequate and reorder points are set
- Verify that all products are correctly priced and labeled
- Ensure that stockrooms are organized and products are easy to locate

5. Safety and Security

- Ensure that emergency exits are clearly marked and accessible
- Verify that security systems (cameras, alarms) are functioning properly
- Check that staff is trained in emergency procedures and safety protocols

Stage	Project timeline
Retail Audit Project Briefing	10th session
Project Preparation	Discussion after every module end
Execution of project	After every concept studied in syllabus.
Submission and Presentation of project	40th session onwards

*Note: Number of students depends on the marketing specialization opted.

Submitted by: Dr. Basavaraj Sulibhavi
Course Faculty

Approved by:

Area Chair - Marketing

Dean Academics

Director

Batch	:	2024-26	Semester :	III
Course Code	:	PG61T311	Credits :	3
Course Name	:	Sales Management		
Course faculty/s	:	Prof.Prakash Naik		
Mobile No.	:	7349433984	E-mail ID. :	prakash@globalbschool.in

--- PART 1 ---

COURSE OBJECTIVES

- ❖ The purpose of this course is to develop an understanding about sales concepts, the skills, the methods and strategies of sales management.
- ❖ It also aims at developing various competencies to tackle different sales related problems
- ❖ Train the students to become effective sales force to the organization they serve and become a bread earner for self and organization.

COURSE LEARNING OUTCOMES (CLO)

CLOs	DESCRIPTION	MAPPING @ levels		
		@ 3rd Level	@ 2nd Level	@ 1st Level
CLO1	Comprehend the core concepts of sales and sales management			1
CLO2	Analyse on organizing and managing Sales		1,2,3	
CLO3	Understand how to set sales goals, planning and organizing for sales efforts to achieve the sales goals.	1,2,5		
CLO4	Develop effective personal selling skills	1,2,3		
CLO5	Propose and execute to experience Sales	3,5,7		

Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	2.25	2.6	2.6		3		3		

MODULE	COURSE CONTENT	Module Hours
MODULE 1	: Introduction to Sales Management	13
MODULE 2	: Selling Skills and Selling Process	20
MODULE 3	: Organizing Sales Efforts Management of Sales Territory	12

Text Book:

1. Sales Management- Decisions, Strategies and cases by Richard R. Still, Edward.W. Cundiff; and Norman A.P. Govani- 5/e. Prentice Hall Publications, New Delhi.
2. Tapan Panda and Sachdeva “Sales and Distribution Management”, Pearson publications.

Reference Books:

1. Professional Sales Management by R- E. Anderson, Joseph F. Har, Alan J. Bash - McGraw Hill Inc. International Student Edition

ASSESSMENT SCHEME AND WEIGHTAGE:

{a} END-TERM COMPONENT

Evaluation	Weight-age (%)	Max Marks	Duration (in min)
Sem-end exam	67	50	180

{b} OTHER ASSESSMENTS

S.No.	Evaluation Item	Unit of Evaluation	Weight	Marks	Time	CLO
1	Field Assignment	Team	20%	5	Session 7	1,2
2	Live Project	Team	40%	10	Starts at 43 rd session to 45 th session	3,4,5
3	Class Participation	Individual	10%	2.5	All sessions	
4	Attendance	Individual	20%	5	All sessions	
5	GMG	Individual	10%	2.5	All sessions	

PART 2: SESSION PLAN					
Session	Topic	Date	Pedagogy	Pre-reads, additional reads, references	Post reads & References /links
1	Introduction, Course Objectives and Course outline Briefing	9.10.2025	Classroom Discussion		https://www.youtube.com/watch?v=64ra1q8BpXY https://hbr.org/2006/07/what-makes-a-good-salesman
2	Module 1: Introduction to Sales Management : Evolution of Sales Department	11.10.2025	Lecture	Sales Management Pg No-01,By.Tapan Panda	https://hbr.org/2020/05/why-women-are-the-future-of-b2b-sales
3	Evolution of Personal Selling	11.10.2025	Lecture		https://hbr.org/2020/05/why-women-are-the-future-of-b2b-sales
4	Meaning and objective of Sales Management	16.10.2025	Lecture		https://hbr.org/2018/11/how-to-sell-new-products
5	Nature and Role of Sales Management	18.10.2025	Lecture, Live Project proposal submissions		
6	Personal Selling Strategies	23.10.2025	Lecture	Selling Skills and strategies Pg No-21, By.Tapan Panda	
7	Types of Personal Selling (Industrial, Retail and services)	23.10.2025	Classroom Discussion, Field Assignment		https://hbr.org/2006/07/ending-the-war-between-sales-and-marketing?referral=03758 HYPERLINK
8	Types of Selling (Order takers, Order creators, Order getters)	25.10.2025	Lecture	Types of Selling Pg No-4, By.Tapan Panda	
9	Theories of Selling – AIDA	25.10.2025	Lecture		
10	Difference between Selling & Marketing Management Process	6.11.2025	Lecture		https://hbr.org/2020/07/whats-your-negotiation-strategy
11	Sales Management Process	8.11.2025	Lecture		
12	Sales Management Process	8.11.2025	Lecture		
13	Emerging Trends in Sales Management	13.11.2025	Lecture		
14	Emerging Trends in Sales Management	20.11.2025	Lecture		https://hbr.org/2020/02/how-sales-teams-can-thrive-in-a-digital-world
15	Module 2: Selling Skills and Selling Process: Selling and Buying Styles;	21.11.2025	Lecture Teaching Case/ Role Play		
16	Selling Situations (Selling Task functions, Maintenance. Selling, Developmental Selling)	22.11.2025	Lecture		https://hbr.org/2010/03/the-art-of-the-cold-call-4-tip
17	Selling Skills Negotiation Skills		Lecture and Case -2.1 MRF Tyres	Pg No-51, By.Tapan Panda	https://hbr.org/2019/02/getting-over-your-fear-of-cold-calling-customers?registration=success

18	Problem Solving Skills , Problem Solving Process		Lecture		https://www.youtube.com/watch?v=MnIPpUiTcRc
19	Problem Definition Techniques. Stages		Lecture		
20	Prospecting (process & Methods), Handling customer objections,		Lecture, Submission of Assignment		https://hbr.org/2015/12/dont-turn-your-sales-team-lose-without-a-strategy
21	Methods of Closing Sale. Managing Sales Information		Lecture		
22	Setting Personal Selling Objectives: Types of Personal Selling Objectives		Lecture		
23	Qualitative & Quantitative Important terms: Market Potential, Sales Potential,		Classroom Discussion		https://hbr.org/2020/04/4-things-sales-organizations-must-do-to-adapt-to-the-crisis
24	Sales Forecast Forecasting Market Demand		Lecture		
25	Market Demand Function Market Demand Forecasting Marketing Decision Support System		Lecture		https://youtu.be/15rggcgdV_I
26	Forecasting Process Methods of Forecasting		Lecture		
27	Sales Organization: Purpose of sales Organization Setting Up a Sales organization		Classroom Discussion	Sales and Distribution management Pg No-125, By.Tapan Panda	
28	Types of sales organization structure (Line, Line & Staff, Functional sales, Committee sales)		Lecture		
29	Types of sales organization structure (Line, Line & Staff, Functional sales, Committee sales)		Lecture		
30	Factors influencing the structure Typical Structure		Lecture		https://www.factors.ai/blog/sales-territory#benefits-of-sales-territory-management
31	Line Organization Design by Territory, Management		Lecture		
32	Amwzon Go : Omnichannel or convenience store of future ?		Case study - 6.1	Sales and Distribution management Pg No-146, By.Tapan Panda	
33	Function, Product, Customer Combined sales Organization Design		Lecture		
34	Function, Product, Customer Combined sales Organization Design		Lecture		https://www.salesforce.com/in/sales/sales-quotas/

35	Emerging Organizational Designs Number of Sales People		Lecture	Sales and Distribution management Pg No-125, By.Tapan Panda	
36	Emerging Organizational Designs Number of Sales People		Lecture		
37	Module 3: Organizing Sales Efforts Management of Sales Territory: Functions & Qualities of Sales Executives		Lecture	Sales and Distribution management Pg No-154, By.Tapan Panda	
38	Functions & Qualities of Sales Executives		Lecture		
40	Polar Lamps and Lights		Case -7.1, Pg No-163		
41	Sales Territory-Concept Designing		Adjunct Faculty	Management of Sales Territory Pg No-148, By.Tapan Panda	
42	Reasons & Procedures Shapes; Management of Sales Quota		Adjunct Faculty		
43	Meaning of Sales Quota Objectives and Principles of setting Sales Quota		Adjunct Faculty	Management of sales quota Pg No-169, By.Tapan Panda	
44	Quota Setting – Procedure / Methods Types, Problems in Setting Sales Quota		Adjunct Faculty		
45	Recruitment & Selection of Sales Force, Training Motivation & Compensation of sales Force		Adjunct Faculty	Recruitment of sales force Pg No-184, By.Tapan Panda	

ASSURANCE OF LEARNING PLAN (AOL PLAN)

CLOs and Mode of Assessment:

CLO No.	CLO (Description)	Mode of Assessment
CLO1	Comprehend the core concepts of sales and sales management	Field Assignment
CLO2	Analyse on organizing and managing Sales	
CLO3	Understand how to set sales goals, planning and organizing for sales efforts to achieve the sales goals	
CLO4	Develop effective personal selling skills	Live project
CLO5	Propose and execute to experience Sales	

Assessment Rubrics:

CLO No.	Exceed Expectation	Meet Expectation	Does not meet
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Expectation			
01,02	Being able to get 80-100% of the information needed in the field assignment guidelines, and able to connect the inputs to their project experience and also articulate their learnings confidently (scores between 4-5)	Being able to get 50-80% the information needed in the field assignment guidelines, and be able to connect few of the inputs to their project experience and also try to articulate their learnings confidently(scores between 2-3)	Being able to get upto 50% the information needed in the field assignment guidelines, and be able to connect few of the inputs to their project experience and also try to articulate their learnings (scores between 0-1)
03,04,05	Fulfils 80-100% of the requirements for the project (refer guidelines) (scores between 8-10)	Fulfils 50-80% of the requirements for the project (refer guidelines) (scores between 4-7)	Fulfils less than 50% of the requirements for the project (refer guidelines) (scores between 0-3)

Attendance Marks:

Attendance	76-80%	81-85%	86-90%	91-95%	96-100%
Marks	1	2	3	4	5

Project Details:

<u>Title</u>	<u>Details</u>	<u>Dates</u>	<u>Marks</u>
Field Assignment	Meet and interview a Salesman and make a report on his profile and his sales task/process.	<u>Start</u> : Session 7 <u>Submission</u> : Session 20	5
Live Project	Identification of Business Unit/Agency/dealer to sell their Products and make a Profits and document the process with Highest Sales will be recognized.	<u>Proposal</u> : Session 5 <u>Task</u> : Session 15 to 42 <u>Presentation and Evaluation</u> : Session 45 th Onwards	10

Submitted by:

Prof.Prakash Naik
Course faculty

Approved by:

Area chair – Marketing

Dean Academics

Director