



**KALINGA
UNIVERSITY**

SCHEME & SYLLABUS FOR

Bachelor of Vocational Studies (B.Voc.)

Sales



Kalinga University, Naya Raipur, Chhattisgarh

B.VOC SYLLABUS FOR SALES

Semester-01								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVSAL101	Communication Skills	3	3	0	0	30	70	100
BVSAL102	Fundamentals of Information Technology	3	3	0	0	30	70	100
BVSAL103	Basics of Sales Management-I	3	3	0	0	30	70	100
BVSAL104	Retail Management-I	3	3	0	0	30	70	100
BVSAL105P	On Job Training/ Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-02								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVSAL201	Business Environment	3	3	0	0	30	70	100
BVSAL202	Environmental Studies	3	3	0	0	30	70	100
BVSAL203	Basics of Sales Management-II	3	3	0	0	30	70	100
BVSAL204	Retail Management-II	3	3	0	0	30	70	100
BVSAL205P	On Job Training/ Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-03								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVSAL301	Business Law-I	3	3	0	0	30	70	100
BVSAL302	Business Ethics	3	3	0	0	30	70	100
BVSAL303	Logistics & Supply Chain Management	3	3	0	0	30	70	100
BVSAL304	Consumer Behaviour	3	3	0	0	30	70	100
BVSAL305P	On Job Training/ Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-04								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVSAL401	Business Law-II	3	3	0	0	30	70	100
BVSAL402	Personal Selling & Salesmanship	3	3	0	0	30	70	100
BVSAL403	Sales Management	3	3	0	0	30	70	100
BVSAL404	Understanding Leadership	3	3	0	0	30	70	100
BVSAL405P	On Job Training/ Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-05								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVSAL501	Customer Experience Management	3	3	0	0	30	70	100
BVSAL502	Field Sales Management-I	3	3	0	0	30	70	100
BVSAL503	Sales Force Management-I	3	3	0	0	30	70	100
BVSAL504	Advertising	3	3	0	0	30	70	100
BVSAL505P	On Job Training/ Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-06								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVSAL601	Brand Management	3	3	0	0	30	70	100
BVSAL602	Field Sales Management-II	3	3	0	0	30	70	100
BVSAL603	Sales Force Management-II	3	3	0	0	30	70	100
BVSAL604	Services Marketing	3	3	0	0	30	70	100
BVSAL605P	On Job Training/ Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

SEMESTER-01

COMMUNICATION SKILLS

BVSAL 101

Course Objective:

- The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

Course outcomes:

- The purpose of this course is to introduce students to the theory, fundamentals and tools of communication
- To develop vital communication skills which should be integral to personal, social and professional interactions.
- One of the critical links between human beings.
- An important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal.
- In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

Unit 1:

06

- **Introduction:** Theory of communication, types and modes of communication, mediums and channels of communication, barriers to communication, English as a global language, the lingua franca, social influences on English

Unit 2:

06

- **Language of Communication:** Verbal and non-verbal (spoken and written) personal, social and business barriers and strategies intra-personal, inter-personal and group communication, varieties of English, language, accent, dialect, colloquialism, historical influences on English

Unit 3:

06

- **Speaking Skills:** Monologue dialogue group discussion effective communication/ mis-communication interview public speech, regional influences on English, convergence and divergence, linguistic imperialism

Unit 4:

06

- **Reading and Understanding** Close reading, reading analysis of a text - audience and purpose, content and theme, tone and mood, stylistic devices, structure comprehension- analysis and interpretation translation(from Indian language to English and vice-versa) literary/knowledge texts

Unit 5:

06

- **Writing Skills:** Documenting report writing making notes letter writing, writing tabloids, diary entry, open letters, essays, newsletter and magazine articles, skits, short stories, impersonating characters it will enhance language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note taking etc. while, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. it is hoped that after studying this course, students will find a difference in their personal and professional interactions.

References:

- Fluency in English - Part II, Oxford University Press, 2006.
- Business English, Pearson, 2008.
- Language, Literature and Creativity, Orient Blackswan, 2013.
- Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas.

FUNDAMENTALS OF INFORMATION TECHNOLOGY BVSAL102

Course objective:

- This is a basic course for commerce students to familiarize with computer and its applications in the relevant fields and exposes them to other related courses of IT.

Course Outcomes:

- Gain a foundational understanding of key IT concepts, including hardware, software, and networks.
- Develop proficiency in using common computer applications, such as word processing and spreadsheet software.
- Explore the ethical and security considerations in IT, emphasizing responsible digital behavior.
- Acquire problem-solving skills by applying IT knowledge to real world scenarios.
- Prepare for further studies in IT or related fields by establishing a strong IT knowledge base.

Unit-1:

06

- **Computer characteristics:** Speed, storage, accuracy, diligence; digital signals, binary system, ASCII; historic evolution of computers;
- **Classification of computers:** microcomputer, minicomputer, mainframes, supercomputers;
- **Personal computers:** desktop, laptops, palmtop, tablet; hardware & software; von Neumann model.

Unit-2:

06

- **Hardware:** CPU, memory, input devices, output devices.
- **Memory units:** RAM (SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM-different types: Flash memory;
- **Auxiliary storage:** Magnetic devices, optical devices; floppy, hard disk, memory stick, CD, DVD, CD/DVD-Writer;
- **Input devices** - keyboard, mouse, scanner, speech input devices, digital camera, touch screen voice input, joystick, optical readers, bar code reader;
- **Output devices:** Display device, size and resolution; CRT, LCD, LED;
- **Printers:** Dot-matrix, inkjet, laser; plotters, sound cards & speaker.

Unit-3:

06

- **Software:** System software, application software; concepts of files and folders, introduction to operating systems, different types of operating systems: single user, multitasking, time-sharing multi-user; booting, POST;
- **Basic features of two GUI operating systems:** Windows & Linux (Basic desk top management); Programming Languages, Compiler, Interpreter, Databases;
- **Application software:** Generic features of word processors, spread sheets and presentation software; generic introduction to latex for scientific typesetting; utilities and their use; computer viruses & protection, free software, open source.

Unit-4:

06

- **Computer Networks and Internet:** Connecting computers, requirements for a network: server, workstation, switch, router, network operating systems; internet: brief history, world wide web, websites, URL, browsers, search engines, search tips; internet connections: isp, dial-up, cable modem, well, dsl, leased line wireless and Wi-Fi connectivity ; email, email software features (send receive, filter, attach, forward, copy, blind copy); characteristics of web-based systems, web pages, web programming languages.

Unit-5:

06

- **Information Technology and Society:** Indian IT Act, intellectual property rights, issues. application of information technology in railways, airlines, banking, insurance, inventory control, financial systems, hotel management, education, video games, telephone exchanges, mobile phones, information kiosks, special effects in movies.
- **Programming Concepts & Techniques:** Program concept, characteristics of programme, stages in program development, tips for program designing, programming aids, algorithms, pseudo code, notations, design, flowcharts, symbols, rules, compiler & interpreter. introduction to programming techniques, top-down & bottom-up approach, unstructured, & modular programming, cohesion, coupling, debugging, syntax & logical errors, linking and loading, testing and debugging, documentation.

References:

- Programming in C, R.S. Salaria, Khanna Publishing House
- Computer Concepts and Programming in C, R.S. Salaria, Khanna Publishing House
- Handbook of Computer Fundamentals, N.S. Gill, Khanna Publishing House

BASICS OF SALES MANAGEMENT-I

BVSAL 103

Course Outcomes:

- To understand the concept of field sales management.
- To Make Learners aware about practical applications of sales management.

Unit 1:

06

Sales Management:

- **Introduction to Sales Management** – Meaning & Concept – Nature, Objectives of Salesmanship, Function of Sales Management, Sales Management as a career option.
- **Field Sales Management** – Introduction, Concept of Personal Selling & Advertising, Difference between selling and Marketing, Difference between Advertising & Personal Selling, Changing face of Personal Selling.

Unit 2:

06

Sales Manager:

- **Qualities & Qualification of Sales Manager** – Essentials for a Successful Sales Manager – Duties & Responsibilities of a Sales Manager.

Unit 3:

06

Sales Organisation:

- Meaning, Nature, Characteristics of a Sales Organization, Need & Objectives of Sales Organization.
- Structure of Sales Organization, Types of Sales Organizations and factors affecting structure of Sales Organization.
- Centralization & Decentralization of Sales Organization, Merits and Demerits

Unit 4:

06

Sales Policies:

- **Product Policies** – Branding, Promotional Policies – Promotional Measures
- **Pricing Policies** – Methods of Pricing, Factors, Strategies
- **Place / Distribution Policies** – Channels of Distribution-Types (Consumer & Industrial Goods), Factors affecting selection of channel of distribution

Unit 5:

06

Sales Force Management:

- **Recruitment and Selection of Salesforce** – Concept, Sources of Recruitment Steps in selection process, Training of Salesforce -Methods
- **Compensating & Motivating the Sales Team**- Methods of Compensation, Monetary and Non-Monetary tools of Motivation.
- Evaluating Sales Force Performance, Functions, Sales records, Reporting, Performance Appraisal of Sales Force.

References:

- Philip Kotler – Marketing Management, 11th ed. Pearson Publication.
- Porter, Michel E. Competitive Strategy, New York: The Free Press, 1980.
- Tirodkar, Field Sales Management, Vani Publication, Pune.
- Richard R Still, Edward W. Candiff, Sales Management.
- M.D.Pestonjee, Motivation & Job Satisfaction.
- Tom Reilly, Value Added Selling
- Helen Woodruffe, Services Marketing, Macmillan Publication.

RETAIL MANAGEMENT-I

BVSAL104

Course Outcomes:

- To communicate positively the purpose & objectives of the store to all store team members.
- To explain the importance of effective team communication
- To understand the concept of team dynamics

Unit 1:

06

Introduction to Retail and Retail Store operations:

- Overview of Retail Industry
- Store Processes
- Process credit applications for purchases

Unit 2:

06

Team and Organisational Dynamics:

- Job responsibilities of a Sales Associate
- Work effectively in organisation:
- Help keep the store secure

Unit 3:

06

Retail Sales and Consumer Buying behaviour:

- Basics of Consumer Shopping Behaviour-
- Help customers choose right products
- Provide specialist support to customers facilitating purchases

Unit 4:

06

Customer Service:

- Create a positive image of self & organisation in the customers mind

Unit 5:

06

Customer Relationship Management:

- Monitor and solve service concerns
- Improve customer relationship
- Resolve customer concerns

References:

- Study Material by Sector Skill Council

ON JOB TRAINING/INTERNSHIP/WORKSHOP

BVSAL105P

SEMESTER-02

BUSINESS ENVIRONMENT

BVSAL201

Unit 1:	06
Introduction to Business and Business Environment:	
<ul style="list-style-type: none">• Business: Meaning, Definition, Nature & Scope• Types of Business Organizations• Business Environment: Meaning, Characteristics, Scope & Significance• Components of Business Environment	
Unit 2:	06
Micro, Macro and Internal Environment:	
<ul style="list-style-type: none">• Micro Environment: Meaning and Elements: Firm, Customers, Suppliers, Distributors, Competitors, Society• Macro Environment: Meaning and Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International, Legal• Internal Environment: Value System, Mission, Objectives, Company Image, Brand Equity	
Unit 3:	06
Political, Legal and Economic Environment:	
<ul style="list-style-type: none">• Political Institutions:<ul style="list-style-type: none">✓ Legislature, Executive, Judiciary✓ Role of Government in Business✓ Legal Framework in India• Economic Environment:<ul style="list-style-type: none">✓ Economic System and Economic Policies✓ Capitalism, Socialism and Mixed Economy✓ Impact on Private, Public and Joint Sectors	
Unit 4:	06
Social, Technological and Competitive Environment:	
<ul style="list-style-type: none">• Social Environment:<ul style="list-style-type: none">✓ Nature and Features✓ Impact of Foreign Culture on Business✓ Traditional Values and their Impact✓ Social Audit• Technological Environment:<ul style="list-style-type: none">✓ Features and Impact on Business• Competitive Environment:<ul style="list-style-type: none">✓ Meaning and Competitive Strategies	

Unit 5:

International Business Environment:

- **GATT and WTO:** Objectives and Functions
- Pros and Cons of WTO
- **Multinational Corporations (MNCs):**
 - ✓ Meaning, Merits and Demerits
 - ✓ MNCs in India
- **Foreign Direct Investment (FDI):**
 - ✓ Meaning, Concepts and Functions
 - ✓ Need in Developing Countries
 - ✓ Factors Influencing FDI
- Challenges in International Business
- Investment Opportunities for Indian Industry

References:

- Business Environment – Himalaya Publishing House.
- Business Environment – McGraw Hill Education.
- Business Environment – Himalaya Publishing House.
- Business Environment – McGraw Hill Education.
- Essentials of Business Environment – Himalaya Publishing House.
- Indian Economy – McGraw Hill Education.

ENVIRONMENTAL STUDIES

BVSAL202

Course Outcomes:

- Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
- Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.
- Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.
- Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.

Unit 1:

06

Introduction to Environmental Studies:

- Multidisciplinary nature of environmental studies, Scope and importance; concept of sustainability and sustainable development.

Ecosystems:

- What is an ecosystem? Structure and function of the ecosystem;
- **Energy flow in an ecosystem:** food chains, food webs and ecological succession.
- **Case studies of the following ecosystems:** Forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit-2:

06

Natural Resources:

- **Renewable and Non-renewable Resources:** Land resources and land use change; Land degradation, soil erosion and desertification.
- **Deforestation:** Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- **Water:** Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- **Energy resources:** Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit-3:

06

Biodiversity and Conservation:

- **Levels of biological diversity:** genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots, India as a mega-biodiversity nation; Endangered and endemic species of India
- **Threats to biodiversity:** Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;
- **Conservation of biodiversity:** In-situ and Ex-situ conservation of biodiversity.
- **Ecosystem and biodiversity services:** Ecological, economic, social, ethical, aesthetic and Informational value.

Unit-4:

06

Environmental Pollution:

- Types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks
- **Solid waste management:** Control measures of urban and industrial waste. Pollution case studies.

Environmental Policies & Practices:

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- **Environment Laws:** Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit-5:

06

Human Communities and the Environment:

- **Human population growth:** Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies.
- **Disaster management:** floods, earthquake, cyclones and landslides.
- **Environmental movements:** Chipko, Silent valley, Bishnois of Rajasthan.
- **Environmental ethics:** Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

References:

- Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
- Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
- Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
- Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
- Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
- Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36--37.
- McCully, P. 1996. *Rivers no more: the environmental effects of dams*(pp. 29--64). Zed Books.
- McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
- Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
- Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
- Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
- Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
- Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India*. Tripathi 1992.

- Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
- Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
- Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
- Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
- Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.
- Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton.
- World Commission on Environment and Development. 1987. Our Common Future. Oxford University Press.

BASICS OF SALES MANAGEMENT-II

BVSAL203

Course Outcomes:

- This course will prepare learners to understand the concept of Field Sales Management and Sales Organization.
- To make learners understand various sales policies and learn the various aspects of sales force management

Unit 1:

06

Sales Planning and Forecasting (Basics):

- **Sales Plan:** Meaning and Steps in developing an effective Sales Plan
- **Planning Function of Sales Management:**
 - ✓ Sales Call Planning
 - ✓ Setting Quantitative Performance Standards
- **Sales Forecasting:**
 - ✓ Meaning and Objectives
 - ✓ Factors affecting Sales Forecasting

Unit 2:

06

Sales Forecasting Techniques:

- **Sales Forecasting Techniques methods:**
 - ✓ Qualitative Methods
 - ✓ Quantitative Methods
- Importance and Applications of Forecasting in Sales Planning

Unit 3:

06

Sales Territories, Reports and Quotas:

- Concept of Sales Territory
- Reasons for Establishing Sales Territories
- **Salesman's Report:** Meaning and Types
- Concept of Quotas and Targets
- Reasons for Fixing Targets
- Methods of Fixing Quotas and Targets

Unit 4:

06

Sales Budget and Control:

- **Sales Budget:**
 - ✓ Meaning and Objectives
 - ✓ Procedure for Preparing Sales Budget
- **Sales Control:** Concept and Steps in Control Process
- Sales Analysis and Marketing Cost Analysis



Unit 5:

06

Sales Audit and Contemporary Issues in Sales Management:

- **Sales Audit:** Concept and Importance
- Procedure for Conducting Sales Audit
- Ethical and Legal Issues in Sales Management
- **Use of Technology in Sales Management:** Telemarketing, E-Marketing, M-Marketing, Digitalization
- Relationship Selling Process & Consumer Education (Value Added Selling)
- Challenges in Sales Management

References:

- Philip Kotler – Marketing Management, 11th ed. Pearson Publication.
- Porter, Michel E. Competitive Strategy, New York: The Free Press, 1980.
- Richard R Still, Edward W. Candiff, Sales Management.
- M.D.Pestonjee, Motivation & Job Satisfaction.
- Tom Reilly, Value Added Selling
- Helen Woodruffe, Services Marketing, Macmillan Publication.
- V.S.Ramaswamy, S.Namakumari, Marketing Management, Global Prospective –Indian Concept, Macmillan Publication



RETAIL MANAGEMENT-II

BVSAL204

Unit 1:	06
Store Display and Visual Merchandising:	
• Organizing the Display of Products in Store	
• Planning Visual Merchandising	
• Elements of Display	
• Potential Places for Product Display	
Unit 2:	06
Merchandise Handling and Stock Management:	
• Updating Stock Records for Merchandise Display	
• Importance of Stock Control in Retail	
• Coordination between Display and Inventory	
Unit 3:	06
Organisation and Team Dynamics:	
• Organisational Overview	
• Role and Skills of a Team Leader	
• Working Effectively in an Organisation	
• Maintaining Health and Safety at Workplace	
• Reporting Safety Concerns	
Unit 4:	06
Retail Sales Management (Operations):	
• Maintaining Availability of Goods for Customers	
• Processing the Sale of Products	
• Sales Procedures and Customer Handling	
Unit 5:	06
Customer Relationship and Communication:	
• Establishing and Satisfying Customer Needs	
• Customer Service in Retail	
• Effective Communication with Stakeholders	
• Building Customer Relationships	
References:	
• Study Material by Sector Skill Council	

ON JOB TRAINING/INTERNSHIP/WORKSHOP

BVSAL205P

SEMESTER-03

BUSINESS LAW-I

BVSAL301

Unit 1:	06
Indian Contract Act, 1872 (Fundamentals):	
• Meaning of Contract and Agreement	
• Essentials of a Valid Contract	
• Offer and Acceptance	
• Consideration	
Unit 2:	06
Capacity, Consent and Legality of Contract:	
• Capacity to Contract	
• Free Consent	
• Void Agreements	
• Legality of Object and Consideration	
Unit 3:	06
Special Contracts:	
• Contract of Indemnity and Guarantee	
• Contract of Bailment and Pledge	
• Contract of Agency	
Unit 4:	06
Sale of Goods Act, 1930:	
• Meaning and Concepts	
• Sale and Agreement to Sell	
• Formation of Contract of Sale	
• Conditions and Warranties	
• Implied Conditions and Warranties	
• Rights of an Unpaid Seller	
Unit 5:	06
Negotiable Instruments Act, 1881:	
• Introduction and Characteristics of Negotiable Instruments	
• Promissory Note, bill of exchange, Cheque	
• Dishonour of Cheque	
• Holder and Holder in Due Course	
• Noting and Protest	
• Maturity of an Instrument	
References:	
• Business Law – Sultan Chand & Sons.	
• Mercantile Law – S. Chand Publishing.	
• Business Law – McGraw Hill Education.	
• Business Law – Allahabad Law Agency.	
• Elements of Mercantile Law – Sultan Chand & Sons.	

BUSINESS ETHICS

BVSAL302

Unit 1:	06
Fundamentals of Ethics:	
<ul style="list-style-type: none">• Introduction to Ethics and Business Ethics• Concept and Evolution of Ethics• Nature of Ethics: Personal, Professional, Managerial• Importance, Objectives and Scope of Ethics	
Unit 2:	06
Types and Framework of Ethics:	
<ul style="list-style-type: none">• Types of Ethics: Transactional, Participatory, Recognition• Ethical Theories and Approaches (basic understanding)• Application of Ethics in Business Context	
Unit 3:	06
Business Ethics and Governance:	
<ul style="list-style-type: none">• Meaning, Objectives, Purpose and Scope of Business Ethics• Ethics towards Society and Stakeholders• Role of Government in Ensuring Business Ethics• Principles of Business Ethics• 3 Cs of Business Ethics: Compliance, Contribution, Consequences• Myths about Business Ethics• Ethical Performance in Businesses in India	
Unit 4:	06
Ethics in Marketing and Business Practices:	
<ul style="list-style-type: none">• Ethical Issues in Marketing Mix• Unethical Marketing Practices in India• Ethical Dilemmas in Marketing• Ethics in Advertising• Types of Unethical Advertisements• Ethical Issues in International Business Practices	
Unit 5:	06
Ethics in Finance and Human Resource Management:	
<ul style="list-style-type: none">• Scope of Ethics in Financial Services• Ethics of a Financial Manager: Legal Issues, Balancing Act, Whistle Blower• Ethics in Taxation• Corporate Crime:<ul style="list-style-type: none">✓ White Collar Crime and Organised Crime✓ Major Corporate Scams in India	

- **Workplace Ethics:**
 - ✓ Importance and Guidelines
 - ✓ Employee Code of Conduct
 - ✓ Ethical Leadership

References:

- Business Ethics – Himalaya Publishing House.
- Business Ethics and Corporate Governance – Pearson Education.
- Business Ethics – Cengage Learning.
- Ethics in Management – Himalaya Publishing House.
- Corporate Governance and Business Ethics – Wiley India.

LOGISTICS & SUPPLY CHAIN MANAGEMENT

BVSAL303

Unit 1:	06
Distribution Management:	
<ul style="list-style-type: none">• Introduction to Distribution Management• Indian Distribution Scenario (Present Trends)• Vertical Marketing System• Horizontal Marketing System• Multi-Channel Marketing Systems• Distribution of Services	
Unit 2:	06
Fundamentals of Supply Chain Management:	
<ul style="list-style-type: none">• Introduction to Supply Chain Management (SCM)• Definition and Evolution of SCM• Key Drivers of Supply Chain Management• Typology of Supply Chains• Cycle View of Supply Chain	
Unit 3:	06
Supply Chain Issues and Strategies:	
<ul style="list-style-type: none">• Problems in Supply Chain Management• Suggested Solutions and Strategies• Role of Coordination in Supply Chain• Performance Measurement in SCM	
Unit 4:	06
Procurement and Inventory Management:	
<ul style="list-style-type: none">• Procurement Cycle in Supply Chain Operations• Inventory Management: Meaning and Importance• Inventory Costs• Types of Inventory Models• Inventory Control Systems• Tools of Inventory Management	
Unit 5:	06
Logistics Management:	
<ul style="list-style-type: none">• Introduction to Logistics and Logistics Management• Types of Logistic Activities• Importance of Logistics Management• Integrated Logistics System and Support• Designing Logistical System (Determinants)• Transportation, Warehousing, Packaging	

References:

- Supply Chain Management – Pearson Education.
- Logistics and Supply Chain Management – Pearson Education.
- Supply Chain Management: Strategy, Planning and Operation – Pearson Education.
- Marketing Channels – Prentice Hall.
- Business Logistics and Supply Chain Management – McGraw Hill Education.

CONSUMER BEHAVIOUR

BVSAL304

Unit 1:	06
Introduction to Consumer Behaviour:	
<ul style="list-style-type: none">• Consumer Behaviour: Definition, Nature and Scope• Need and Importance of Consumer Behaviour• Factors Affecting Consumer Behaviour• Consumer Involvement and Decision Making• Models of Consumer Decision Making (Overview)	
Unit 2:	06
Consumer Buying Behaviour and Influencing Factors:	
<ul style="list-style-type: none">• Buying Behaviour: Concept and Importance• Elements Involved in Buying Process• Factors Influencing Buying Behaviour:<ul style="list-style-type: none">✓ Economic Factors✓ Legal Factors✓ Social Factors✓ Psychological Factors✓ Behavioural Factors	
Unit 3:	06
Perception and Consumer Decision Process:	
<ul style="list-style-type: none">• Perception in Consumer Behaviour:<ul style="list-style-type: none">✓ Meaning, Nature and Importance✓ Limitations of Perception• Consumer Decision Making Process:<ul style="list-style-type: none">✓ Problem Recognition✓ Information Search✓ Evaluation of Alternatives✓ Purchase Decision	
Unit 4:	06
Consumer Decision Making Models:	
<ul style="list-style-type: none">• Consumer as Decision Maker• Types of Consumer Decisions:<ul style="list-style-type: none">✓ Consumer Decision Making Models✓ Economic Model✓ Psychoanalytic Model✓ Sociological Model✓ Howard & Sheth Model	

Unit 5:

Market Segmentation and Post-Purchase Behaviour:

- **Market Segmentation:**
 - ✓ Meaning and Definition
 - ✓ Bases of Market Segmentation
 - ✓ Requirements of Good Segmentation
 - ✓ Market Segmentation Strategies
- **Post-Purchase Behaviour:**
 - ✓ Consumer Satisfaction and Dissatisfaction
 - ✓ Post-Purchase Dissonance
 - ✓ Consumer Complaint Behaviour
 - ✓ Customer Loyalty
 - ✓ Market Regulation

References:

- Consumer Behaviour – Pearson Education.
- Consumer Behavior – McGraw Hill Education.
- Consumer Behavior – Himalaya Publishing House.
- Consumer Behaviour in Indian Perspective – PHI Learning.
- Marketing Management – Pearson Education.

ON JOB TRAINING/INTERNSHIP/WORKSHOP

BVSAL305P

SEMESTER-04

BUSINESS LAW-II

BVSAL401

Unit 1:	06
Company Law: Basics and Incorporation:	
<ul style="list-style-type: none">• Nature and Meaning of Company• Types of Companies (overview)• Incorporation of Company• Memorandum of Association (MOA)• Articles of Association (AOA)	
Unit 2:	06
Company Administration and Governance:	
<ul style="list-style-type: none">• Prospectus: Meaning and Contents• Directors: Roles, Duties and Responsibilities• Corporate Social Responsibility (CSR)• Overview of Corporate Governance	
Unit 3:	06
Partnership and Limited Liability Partnership:	
<ul style="list-style-type: none">• Indian Partnership Act, 1932<ul style="list-style-type: none">✓ Concept, Essentials and Types of Partnership✓ Types of Partners✓ Registration of Partnership• Limited Liability Partnership Act, 2008<ul style="list-style-type: none">✓ Concept, Characteristics, Advantages & Disadvantages✓ Procedure of Incorporation✓ Mutual Rights and Duties of Partners• Difference between Partnership, LLP and Company	
Unit 4:	06
Intellectual Property Rights (IPR):	
<ul style="list-style-type: none">• Nature and Definition of IPR• Patent<ul style="list-style-type: none">✓ Concept and Patentable/Non-Patentable Inventions• Copyright<ul style="list-style-type: none">✓ Concept, Duration, Original Work and Fair Use✓ Rights of Copyright Holder and Infringement• Trademark<ul style="list-style-type: none">✓ Concept, Functions, Types, Infringement and Passing Off• Geographical Indications (GI): Concept	

Unit 5:

Consumer Protection and Competition Law:

- **Consumer Protection Act, 1986**
 - ✓ Objectives and Key Definitions
 - ✓ Consumer, Complaint, Defect, Deficiency, Unfair Trade Practices
- **Consumer Dispute Redressal Mechanism**
 - ✓ District Forum, State Commission, National Commission
- **Competition Act, 2002**
 - ✓ Objectives and Advantages
 - ✓ Anti-Competitive Agreements
 - ✓ Abuse of Dominant Position
 - ✓ Competition Commission of India (CCI)

References:

- Company Law – Eastern Book Company.
- Company Law – Sultan Chand & Sons.
- Business Law – McGraw Hill Education.
- Intellectual Property Rights – LexisNexis.
- Consumer Protection Law – Gogia Law Agency.

PERSONAL SELLING & SALESMANSHIP

BVSAL402

Unit 1:	06
Fundamentals of Personal Selling:	
<ul style="list-style-type: none">• Meaning, Nature and Characteristics of Personal Selling• Importance of Personal Selling in Marketing• Door-to-Door Selling: Concept and Features• Strengths and Weaknesses of Personal Selling• Role of Personal Selling in Marketing• Situations where Personal Selling is more Effective than Advertising• Cost of Advertising vs Cost of Personal Selling	
Unit 2:	06
Modern Trends in Personal Selling:	
<ul style="list-style-type: none">• AIDA Model of Selling• Selling Situations• Types of Salespersons• Buyer–Seller Dyad• Diversity in Personal Selling• Peddlers vs Professional Salespersons• Industrial Salespersons	
Unit 3:	06
Organisational Consumer Behaviour:	
<ul style="list-style-type: none">• Types of Markets• Consumer Markets• Industrial Markets• Differences between Consumer and Organisational Buying Behaviour• Organisational Buyer Behaviour• Factors Affecting Organisational Buying Behaviour• Implications for Selling Function	
Unit 4:	06
Salesmanship and Selling Process:	
<ul style="list-style-type: none">• Background Knowledge Required for Salesperson• Product Knowledge• Company Knowledge• Competitor Knowledge• Stages in Personal Selling Process• Sales Presentation and Handling Objections	

Unit 5:

Personal Selling Skills and Development:

- Qualities of a Successful Salesperson (with reference to consumer services)
- Personal Selling Skills
- Personal Development
- Goal Setting
- Positive Mental Attitude
- Effective Communication
- Art of Persuasion
- Time Management

References:

- Sales Management – Pearson Education.
- Sales Management – Oxford University Press.
- Personal Selling and Salesmanship – S. Chand Publishing.
- Selling and Sales Management – Pearson Education.
- Marketing Management – Pearson Education.

SALES MANAGEMENT

BVSAL403

Course Outcomes:

- To equip students with product and service knowledge.
- To understand retail markets, competition, and best practices.

Unit 1:

06

Merchandise Management and Store Display:

- Maintaining Availability of Goods for Sale
- Display Requirements and Types of Merchandise
- Informing Staff about Dressing Techniques and Role of Lighting
- Evaluating Visual Effects of Displays and Suggesting Changes
- Monitoring Price Changes in Products
- Identifying and Removing Unwanted Materials

Unit 2:

06

Sales Processing and Team Management:

- Processing the Sale of Products
- Providing Product Insights to Customers
- Point of Sale (POS) Procedures
- Modes of Payment Available to Customers
- Arranging Products for Sale
- **Team Management:**
 - ✓ Allocating and Checking Work
 - ✓ Briefing Team Members about Work Requirements
 - ✓ Work Allocation Based on Skills
 - ✓ Performance Appraisal
 - ✓ Coordination with Senior Authority

Unit 3:

06

Customer Relationship and Sales Handling:

- Establishing and Satisfying Customer Needs
- Providing Product Information and Demonstration
- Assisting Customers in Product Selection
- Gathering and Analysing Customer Responses
- Sales Closure and Billing
- Building and Maintaining Customer Relationships

Unit 4:

06

Customer Service and Problem Resolution:

- Monitoring and Solving Customer Service Problems
- Organisational Procedures for Handling Complaints
- Coordinating with Teams to Resolve Issues
- Negotiation and Reassurance with Customers
- Identifying Repeated Problems
- Impact of Service Resolution on Customer Loyalty

Unit 5:

06

Communication and Customer Experience Management:

- Role and Importance of Communication in Organisations
- Communication Standards and Equipment Handling
- Importance of Body Language and Feedback
- Role of Communication in Conflict Resolution
- Effective Communication with Customers
- **Customer Experience Management:**
 - ✓ After-Sales Service
 - ✓ Customer Feedback Management

References:

- Retail Management – McGraw Hill Education.
- Retail Management – Pearson Education.
- Retailing Management – McGraw Hill Education.
- Customer Relationship Management – Springer
- Services Marketing – McGraw Hill Education.

UNDERSTANDING LEADERSHIP

BVSAL404

Course Outcomes:

- To understand the role of leadership in team management.
- To encourage open communication and resolve issues in organisational teams.

Unit 1: 06

Leadership and Team Management:

- Meaning and Importance of Leadership
- Role of Leadership in Team Management
- Setting Team Objectives
- Motivating and Monitoring Team Performance

Unit 2: 06

Effective Team Communication:

- Importance of Communication in Teams
- Elements of Effective Team Communication
- Barriers to Communication
- Building Strong Communication Channels within Teams

Unit 3: 06

Team Building and Team Dynamics:

- Selection of Team Members
- Recruitment and Selection Process
- Concept of Team Dynamics
- Identifying Skills, Knowledge, Attitudes and Expertise
- Setting Behavioural Standards for Team Members

Unit 4: 06

Conflict Management and Professional Development:

- Importance of Open Communication
- Relationship Building through Communication
- Conflict Management and Resolution Techniques
- Methods for Professional Development of Team Members

Unit 5: 06

Performance Review and Feedback:

- Importance of Performance Review
- Techniques of Performance Appraisal
- Importance and Methods of Feedback
- Creating Value from Feedback
- Continuous Improvement in Team Performance

References:

- Organizational Behavior – Pearson Education.
- Human Resource Management – Pearson Education.
- Management – McGraw Hill Education.
- Leadership – Cengage Learning.
- Essentials of Organizational Behavior – Pearson Education.

ON JOB TRAINING/INTERNSHIP/WORKSHOP

BVSAL405P

SEMESTER-05

CUSTOMER EXPERIENCE MANAGEMENT

BVSAL501

Course Outcomes:

- To study Customer's needs
- To discuss the process of customer satisfaction
- To deal with customers according to their requirements

Unit 1:

06

Customer Needs and Buying Behaviour:

- Identifying Customers' Needs
- Understanding Customer Buying Decisions
- Customer Behaviour in Retail Environment

Unit 2:

06

Customer Service and Store Management:

- Providing Information and Advice to Customers
- Customer Response and Handling Queries
- Maintenance of Store Hygiene and Personal Grooming
- Importance of Service Quality in Retail

Unit 3:

06

Communication with Stakeholders:

- Maintaining and Developing Relationships with Stakeholders
- Communication Guidelines
- Organisational Policies for Communication
- Effective Communication Skills in Retail

Unit 4:

06

Retail Service Opportunities and Customer Loyalty:

- Identification of New Clients
- Targeting Potential Customers and Record Keeping
- Developing Business Relationships as per Company Policies
- Customer Loyalty and Customer Service
- Maintaining Client Confidentiality
- Review of Individual and Team Performance

Unit 5:

06

Customer Experience Management:

- Concept of Customer Experience Management
- Innovation in Customer Experience
- Customer Experience Innovation Strategies
- Enhancing Customer Satisfaction and Retention

References:

- Retail Management – McGraw Hill Education.
- Retailing Management – McGraw Hill Education.
- Customer Relationship Management – Springer.
- Services Marketing – McGraw Hill Education.
- Marketing Management – Pearson Education.

FIELD SALES MANAGEMENT-I

BVSAL502

Course Objectives:

- To understand the concept of field sales management.
- To Make Learners aware about practical applications of sales management.

Unit 1:

06

Introduction to Sales and Field Sales Management:

- Sales Management: Meaning, Concept, Nature and Objectives
- Functions of Sales Management
- Sales Management as a Career Option
- Field Sales Management: Introduction
- Personal Selling and Advertising: Concept
- Difference between Selling and Marketing
- Difference between Advertising and Personal Selling
- Changing Face of Personal Selling

Unit 2:

06

Role and Responsibilities of Sales Manager:

- Qualities and Qualifications of a Sales Manager
- Essentials for a Successful Sales Manager
- Duties and Responsibilities of a Sales Manager
- Leadership Role in Sales Management

Unit 3:

06

Sales Organisation:

- Meaning, Nature and Characteristics of Sales Organisation
- Need and Objectives of Sales Organisation
- Structure of Sales Organisation
- Types of Sales Organisations
- Factors Affecting Structure
- **Centralization vs Decentralization:**
 - Merits and Demerits

Unit 4:

06

Sales Policies:

- **Product Policies:** Branding
- **Promotional Policies:** Promotional Measures
- **Pricing Policies:** Methods, Factors and Strategies
- **Place / Distribution Policies:**
 - Channels of Distribution (Consumer & Industrial Goods)
 - Factors Affecting Channel Selection

Unit 5:

Sales Force Management:

- **Recruitment and Selection of Salesforce:** Sources and Selection Process
- **Training of Salesforce:** Methods of Training
- **Compensation and Motivation:** Monetary and Non-Monetary Methods
- **Evaluation of Sales Force Performance:** Sales Records, Reporting and Appraisal

References:

- Sales Management – Pearson Education.
- Sales Management – Oxford University Press.
- Selling and Sales Management – Pearson Education.
- Sales Management Decisions, Strategies and Cases – Pearson Education.
- Marketing Management – Pearson Education.

SALES FORCE MANAGEMENT-I

BVSAL503

Unit 1:	06
Introduction to Sales Force Management:	
<ul style="list-style-type: none">• Meaning and Importance of Sales Force• Role of Sales Force in Marketing• Management of Sales Force• Functions of a Sales Manager• Ethical Aspects in Sales Force	
Unit 2:	06
Recruitment and Training of Sales Force:	
<ul style="list-style-type: none">• Recruitment of Sales Force• Selection Process of Sales Personnel• Training and Development of Sales Force• Methods of Training	
Unit 3:	06
Motivation and Compensation of Sales Force:	
<ul style="list-style-type: none">• Motivation of Sales Force• Monetary and Non-Monetary Incentives• Compensation Plans and Methods• Importance of Motivation in Sales Performance	
Unit 4:	06
Performance Appraisal and Sales Analysis:	
<ul style="list-style-type: none">• Performance Appraisal of Sales Force• Methods of Performance Evaluation• Analysis of Sales and Costs• Uses and Methods of Sales Cost Analysis	
Unit 5:	06
Sales Organisation and Size of Sales Force:	
<ul style="list-style-type: none">• Organisation of Sales Department• Determining Size of Sales Force• Sales Force Structure• Geographic Basis• Product Basis• Market/Customer Basis	

References:

- Management of the Sales force by Richard D.Irvin, Station and Buskrik
- Marketing Management by Philip Kotler, Prentice Hall of India.
- Sales Management – Pearson Education.
- Sales Management – Oxford University Press.
- Selling and Sales Management – Pearson Education.
- Sales Management Decisions, Strategies and Cases – Pearson Education.
- Marketing Management – Pearson Education.

ADVERTISING

BVSAL504

Unit 1:	06
Fundamentals of Advertising:	
• Origin and Development of Advertising	
• Definition, Importance and Role of Advertising	
• Nature, Objectives and Scope of Advertising	
• Activities Included and Not Included in Advertising	
Unit 2:	06
Types of Advertising:	
• Commercial and Non-Commercial Advertising	
• Primary Demand and Selective Demand Advertising	
• Classified and Display Advertising	
• Comparative Advertising	
• Co-operative Advertising	
Unit 3:	06
Social and Economic Aspects of Advertising:	
• Social Aspects:	
➤ Criticism of Advertising	
➤ Responsibility of Advertisers	
➤ Social Responsibility in Advertising	
• Economic Aspects:	
➤ Advertising and Allocation of Resources	
➤ Advertising and Prices	
Unit 4:	06
Legal and Ethical Aspects of Advertising:	
• Legal Regulations in Advertising	
• Ethical Issues in Advertising	
• Misleading and Deceptive Advertisements	
• Consumer Protection in Advertising	
Unit 5:	06
Advertising Message and Copywriting:	
• Advertising Message: Concept and Importance	
• Preparing an Effective Advertising Copy	
• Elements of Print Copy: Headlines, Illustrations, Body Copy, Slogan, Logo, Seal of Approval	
• Role of Layout and Design	
• Elements of Broadcast Copy	
• Copywriting for Direct Mail	

References:

- Advertising and Promotion – McGraw Hill Education.
- Advertising Management – Pearson Education.
- Advertising – McGraw Hill Education.
- Advertising Management – Himalaya Publishing House.
- Marketing Management – Pearson Education.

ON JOB TRAINING/INTERNSHIP/WORKSHOP

BVSAL505P

SEMESTER-06

BRAND MANAGEMENT

BVSAL601

Unit 1:	06
Fundamentals of Branding:	
<ul style="list-style-type: none">• Meaning and Importance of Branding• Basic Branding Concepts:<ul style="list-style-type: none">➤ Brand Personality➤ Brand Image➤ Brand Identity➤ Brand Equity➤ Brand Loyalty• Product Branding vs Corporate Branding• Major Branding Decisions	
Unit 2:	06
Brand Creation and Development:	
<ul style="list-style-type: none">• Identifying and Selecting Brand Name• Building Brand Personality• Brand Extension• Enhancing Brand Image through Sponsorship and Event Management• Building Brands through Internet/Digital Platforms	
Unit 3:	06
Branding across Different Sectors:	
<ul style="list-style-type: none">• Branding for Customer Markets• Industrial Branding• Retail Branding• Service Branding• Sector-specific Branding Strategies	
Unit 4:	06
Dimensions and Strategies of Branding:	
<ul style="list-style-type: none">• Brand Vision• Brand Ambassador• Brand as a Personality• Brand as a Trading Asset• Brand Positioning• Strategic Brand Management	

Unit 5:

International Branding:

- Impact of Branding on Buyers
- Brand Loyalty in Global Markets
- **Developing International Brands:** Local, Foreign and Global Brands
- Pre-requisites and Process of Global Branding
- Country-of-Origin Effect
- Building Indian Brands for Global Markets

References:

- Strategic Brand Management – Pearson Education.
- Brand Management – Oxford University Press.
- Brand Management – Excel Books.
- Brand Management – Kogan Page.
- Marketing Management – Pearson Education.

FIELD SALES MANAGEMENT-II

BVSAL602

Course Objectives:

- This course will prepare learners to understand the concept of Field Sales Management and Sales Organization.
- To make learners understand various sales policies and learn the various aspects of sales force management

Unit 1:

06

Sales Planning Fundamentals:

- Sales Plan: Meaning and Importance
- Steps in Developing an Effective Sales Plan
- Planning Function of Sales Management
- Sales Call Planning
- Setting Quantitative Performance Standards

Unit 2:

06

Sales Forecasting:

- Meaning and Objectives of Sales Forecasting
- Factors Affecting Sales Forecasting
- **Sales Forecasting Techniques:**
 - Qualitative Methods
 - Quantitative Methods

Unit 3:

06

Sales Territory and Target Setting:

- Concept of Sales Territory
- Reasons for Establishing Sales Territories
- Salesman's Report and its Types
- Concept of Quotas and Targets
- Reasons for Fixing Targets
- Methods of Fixing Quotas and Targets

Unit 4:

06

Sales Budget and Control:

- Meaning and Objectives of Sales Budget
- Procedure for Preparing Sales Budget
- Sales Control: Concept and Steps in Control Process
- Sales Analysis and Marketing Cost Analysis
- Sales Audit: Concept and Importance
- Procedure for Conducting Sales Audit

Unit 5:

Recent Issues in Sales Management:

- Ethical and Legal Issues in Sales Management
- **Use of Technology in Sales Management:**
 - Telemarketing
 - E-Marketing
 - M-Marketing
 - Digitalization
- Relationship Selling Process
- Consumer Education and Value-Added Selling
- Challenges in Sales Management

References:

- Sales Management – Pearson Education.
- Sales Management Decisions, Strategies and Cases – Pearson Education.
- Selling and Sales Management – Pearson Education.
- Sales and Distribution Management – Oxford University Press.
- Marketing Management – Pearson Education.

SALES FORCE MANAGEMENT-II

BVSAL603

Unit 1:	06
Sales Planning and Market Analysis:	
• Sales Planning: Meaning and Importance	
• Sales Planning Process	
• Market Analysis: Concept and Techniques	
• Role of Market Analysis in Sales Planning	
Unit 2:	06
Sales Forecasting:	
• Meaning and Objectives of Sales Forecasting	
• Importance of Sales Forecasting	
• Methods of Sales Forecasting:	
➤ Qualitative Methods	
➤ Quantitative Methods	
Unit 3:	06
Sales Budget:	
• Meaning and Importance of Sales Budget	
• Objectives of Sales Budget	
• Process of Preparing Sales Budget	
• Uses of Sales Budget	
Unit 4:	06
Sales Territory Management:	
• Concept of Sales Territory	
• Importance of Sales Territory	
• Considerations in Allocation of Sales Territory	
• Methods/Ways of Allocating Sales Territory	
Unit 5:	06
Sales Quota and Control:	
• Concept and Objectives of Sales Quota	
• Principles of Setting Sales Quota	
• Types of Sales Quotas	
• Administration of Sales Quotas	
• Uses of Sales Quotas	

References:

- Management of the Sales force by Rechar D.Irvin, Station and Buskrik
- Marketing Management by Philip Kotler, Prentice Hall of India
- Sales Management – Pearson Education.
- Sales and Distribution Management – Oxford University Press.
- Selling and Sales Management – Pearson Education.
- Marketing Management – Pearson Education.
- Fundamentals of Sales Management – McGraw Hill.

SERVICES MARKETING

BVSAL604

Unit 1:	06
Introduction to Services:	
<ul style="list-style-type: none">• Meaning and Concept of Services• Unique Characteristics of Services• Difference between Services and Tangible Products• Classification of Services• Growth of Service Sector and Service Industries• Opportunities and Challenges in Service Sector• Recent Trends in Service Sector	
Unit 2:	06
Service Marketing Concepts:	
<ul style="list-style-type: none">• Introduction and Meaning of Service Marketing• Evolution of Service Marketing• Need and Growth of Service Marketing• Myths in Service Marketing• Market Research in Services• Service Development Cycle	
Unit 3:	06
Segmentation, Targeting and Positioning in Services:	
<ul style="list-style-type: none">• Concept and Need for Service Segmentation• Bases of Service Segmentation• Targeting in Services• Positioning of Services	
Unit 4:	06
Services Marketing Mix and Service Quality:	
<ul style="list-style-type: none">• Introduction to Services Marketing Mix• 7 P's of Services Marketing• Service Gaps Framework• Perceived Service Quality• Determinants of Service Quality• Models of Service Marketing:<ul style="list-style-type: none">➤ Gaps Model➤ Kano's Model• Integrated Services Marketing: Concept and Features	

Unit 5:

Service Design and Delivery:

- Service Delivery: Meaning and Process
- Role of Employees in Service Delivery
- Service Employee Criteria and Emotional Approach
- Role of Service Providers
- Intermediaries in Service Delivery
- Challenges in Service Design
- New Service Development and Innovation

References:

- Services Marketing – McGraw Hill.
- Services Marketing – Pearson Education.
- Services Marketing: People, Technology, Strategy – Pearson Education.
- Marketing Management – Pearson Education.
- Services Marketing – Cengage Learning.

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