



**KALINGA
UNIVERSITY**

SCHEME & SYLLABUS FOR

Bachelor of Vocational Studies (B.Voc.)

Sales

(W.e.f. 2025 – 2026)



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	3	3	0	0	30	70	100
BVSAL302	Distribution System and Inventory Management	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	Basics of Sales Finance	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	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 Effectiveness	3	3	0	0	30	70	100
BVSAL604	Sales Analytics and Advance	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

BVSAL101

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, Retailer-Centric Sales Approach and Relationship Management, Effective Probing and Need-Identification Techniques, Objection Handling and Customer Concern Resolution, Influencing, Persuasion, and Negotiation Skills in Sales

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

Retail Outlet Management and Merchandising Practices:

- Classification of Retail Outlets and Trade Channels,
- General Trade (GT) Outlet Types and Their Characteristics
- Fundamentals of Shelf Space Management and Product Placement

Unit 5:

06

Customer Relationship Management:

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

References:

- Retail Management – *Chetan Bajaj, Rajnish Tuli & Nidhi V. Srivastava* (Oxford University Press India)
- Retail Management, Swapna Pradhan, McGraw-Hill Education India
- Retail Management, Gibson G. Vedamani, Jaico Publishing House

ON JOB TRAINING/INTERNSHIP/WORKSHOP

BVSAL105P

SEMESTER-02

BUSINESS ENVIRONMENT

BVSAL201

Unit 1:	06
Introduction to Business and Business Environment:	
• 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:	
• 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, Economic and Social Factors:	
• Political: Government policies, political stability, corruption levels, taxation, and trade tariffs. • Economic: Inflation rates, interest rates, economic growth (GDP), exchange rates, and unemployment levels. • Social: Demographics, cultural trends, population growth, education levels, and consumer attitudes.	
Unit 4:	06
Technological, Legal and Environmental Factors:	
• Technological: Technological advancements, automation, research and development (R&D) activity, and digital infrastructure. • Legal: Labor laws, consumer protection, health and safety regulations, and industry-specific legislation. • Environmental: Climate change, sustainability, carbon footprint targets, and environmental laws.	
Unit 5:	06
FMCG Business Environment:	
• Structure and Dynamics of the General Trade (GT) Channel • End-to-End FMCG Value Chain: From Manufacturing to Consumer Delivery • Channel Intermediaries and Their Contribution to Market Reach and Business Growth	

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.
- Retail Management – *Chetan Bajaj, Rajnish Tuli & Nidhi V. Srivastava* (Oxford University Press India)

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:

- Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
- Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36--37.
- 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.

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:

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:	
• Retail Management, Swapna Pradhan, McGraw-Hill Education India • Retail Management, Gibson G. Vedamani, Jaico Publishing House • Retail Management – <i>Chetan Bajaj, Rajnish Tuli & Nidhi V. Srivastava</i> (Oxford University Press India)	

ON JOB TRAINING/INTERNSHIP/WORKSHOP

BVSAL205P

SEMESTER-03

BUSINESS LAW

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.	

DISTRIBUTION SYSTEM AND INVENTORY MANAGEMENT

BVSAL302

Unit 1:	06
Introduction to FMCG Distribution Systems:	
• Overview of the FMCG Industry and Market Structure • Distribution Channels in FMCG: General Trade (GT), Modern Trade (MT), E-commerce, and Rural Markets • Primary and Secondary Sales Concepts • Distribution Network Design and Channel Management • Role of Manufacturers, Distributors, Wholesalers, Retailers, and Stockists • FMCG Value Chain: From Manufacturing to Consumer	
Unit 2:	06
Distributor and Retail Management:	
• Distributor Appointment, Functions, and Performance Evaluation • General Trade Outlet Classification and Channel Structure • Retailer Relationship Management and Trade Practices • Sales Force Role in Distribution Effectiveness • Route-to-Market (RTM) Strategies • Market Coverage, Beat Planning, and Territory Management	
Unit 3:	06
Inventory Management in FMCG:	
• Fundamentals of Inventory Management • Inventory Costs and Inventory Control Techniques • Stock Rotation Practices: FIFO, FEFO, and Shelf-Life Management • Safety Stock, Reorder Levels, and Economic Order Quantity (EOQ) • Demand Forecasting and Inventory Planning • Managing Fast-Moving and Slow-Moving Products	
Unit 4:	06
Warehousing, Logistics, and Supply Chain Operations:	
• Warehouse Functions and Layout Planning • Transportation and Logistics Management • Distribution Centre Operations • Order Processing and Dispatch Management • Supply Chain Coordination and Service Levels • Technology Applications in Inventory and Distribution Management	

Unit 5:

Merchandising, Analytics, and Emerging Trends:

- Shelf Management and Product Placement Techniques
- Merchandising Standards and Visibility Management
- Key Distribution and Inventory Performance Metrics
- Sales and Inventory Analytics for Decision Making
- Digital Transformation in FMCG Distribution
- Emerging Trends: Omnichannel Distribution, Direct-to-Consumer (D2C), and AI-enabled Supply Chains

References:

- Sales and Distribution Management, Krishna K. Havaladar & Vasant M. Cavale, McGraw-Hill Education
- Supply Chain Management: Strategy, Planning, and Operation, Pearson Education
- Inventory Management, Prashant Kumar, PHI Learning Pvt. Ltd.
- Logistics and Supply Chain Management, Martin Christopher, 5th edition (2016), Pearson Education

LOGISTICS & SUPPLY CHAIN MANAGEMENT

BVSAL303

Unit 1:	06
Distribution Management:	
• 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:	
• 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:	
• 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:	
• 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:	
• 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:

- 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:

- Buying Behaviour: Concept and Importance
- Elements Involved in Buying Process
- **Factors Influencing Buying Behaviour:**
 - » Economic Factors
 - » Legal Factors
 - » Social Factors
 - » Psychological Factors
 - » Behavioural Factors

Unit 3:

06

Perception and Consumer Decision Process:

- **Perception in Consumer Behaviour:**
 - » Meaning, Nature and Importance
 - » Limitations of Perception
- **Consumer Decision Making Process:**
 - » Problem Recognition
 - » Information Search
 - » Evaluation of Alternatives
 - » Purchase Decision

Unit 4:

06

Consumer Decision Making Models:

- Consumer as Decision Maker
- **Types of Consumer Decisions:**
 - » 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

BASICS OF SALES FINANCE

BVSAL401

Unit 1:	06
Unit 1: Introduction to Finance	
• Nature and Scope of Finance • Role of Finance in Business Decision-Making • Financial Functions in Organizations • Time Value of Money and Basic Financial Concepts • Revenue, Cost, Profit, and Break-Even Analysis	
Unit 2:	06
Financial Statements and Performance Analysis:	
• Introduction to Financial Accounting • Preparation and Interpretation of Balance Sheet • Profit and Loss Account and Cash Flow Statement • Key Financial Ratios: Liquidity, Profitability, Efficiency, and Solvency • Analysis of Annual Reports and Investor Presentations	
Unit 3:	06
Working Capital and Inventory Finance:	
• Concept and Importance of Working Capital • Cash, Receivables, and Payables Management • Inventory as a Financial Asset • Inventory Carrying Costs and Stock Turnover • Credit Management in Distribution Channels	
Unit 4:	06
Financial Planning and Budgeting:	
• Budgeting Concepts and Techniques • Sales Forecasting and Revenue Planning • Cost Control and Expense Management • Distribution and Logistics Cost Analysis • Capital Budgeting Basics	
Unit 5:	06
Financial Decision-Making in FMCG Industry:	
• Pricing Decisions and Profitability Analysis • Trade Margins, Distributor Margins, and Retailer Economics • Return on Investment (ROI) and Business Performance Metrics • Financial Impact of Promotions, Discounts, and Trade Schemes • Digital Finance, FinTech, and Emerging Trends in Financial Management	
References:	
• Financial Management, I M Pandey, Vikas Publishing House • Financial Management: Theory and Practice, Prasanna Chandra, McGraw Hill Education (India) • Financial Management, M. Y. Khan and P. K. Jain, McGraw Hill Education	

PERSONAL SELLING & SALESMANSHIP

BVSAL402

Unit 1:

06

Fundamentals of Personal Selling:

- 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:

- 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:

- 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:

- 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:

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

BVSAL503

Unit 1:	06
Introduction to Sales Force Management:	
• 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:	
• 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:	
• 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:	
• 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:	
• 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:

- Meaning and Importance of Branding
- **Basic Branding Concepts:**
 - » 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:

- 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:

- Branding for Customer Markets
- Industrial Branding
- Retail Branding
- Service Branding
- Sector-specific Branding Strategies

Unit 4:

06

Dimensions and Strategies of Branding:

- Brand Vision
- Brand Ambassador
- Brand as a Personality
- Brand as a Trading Asset
- Brand Positioning
- Strategic Brand Management

Unit 5:

06

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 EFFECTIVENESS

BVSAL603

Unit 1:	06
Introduction to Sales Force Effectiveness:	
• Concept, Scope, and Importance of Sales Force Management • Evolution of Selling and Sales Management • Role of Sales Force in Organizational Success • Meaning and Dimensions of Sales Force Effectiveness • Contemporary Trends in Sales Management and Digital Selling	
Unit 2:	06
Market Growth Strategy and Territory Expansion:	
• Understanding Market Potential and Growth Opportunities • Identifying High-Potential Markets: “Where to Grow” • Market Penetration and Market Development Strategies • White Space Identification and Opportunity Assessment • Outlet Addition Strategies for Expanding Market Reach	
Unit 3:	06
Market Capture and Range Expansion Strategies:	
• Strategies for Capturing Market Share: “How to Capture Market” • Outlet Productivity and Sales Maximization • Range Selling and Product Portfolio Expansion • Assortment Planning and Shelf Presence Enhancement • Cross-Selling and Up-Selling Techniques	
Unit 4:	06
Sales Performance Management and CRM:	
• Performance Standards and Key Performance Indicators (KPIs) • Sales Force Evaluation and Appraisal Methods • Sales Productivity Measurement • Customer Relationship Management (CRM) Concepts • Managing Customer Satisfaction and Loyalty	
Unit 5:	06
Contemporary Issues and Best Practices in Sales Force Effectiveness:	
• Ethical Issues in Sales Management • Digital Sales Channels and Omnichannel Selling • Data-Driven Sales Decision Making • Key Account Management • Sales Force Effectiveness in FMCG, Retail, and Service Industries	

References:

- **Sales Management: Decisions, Strategies and Cases** – Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni & Sandeep Puri; Pearson.
- **Sales and Distribution Management** – Tapan K. Panda & Sunil Sahadev; Oxford University Press.
- **Fundamentals of Selling** – Charles M. Futrell; McGraw-Hill Education.
- **Sales Force Management** – Mark W. Johnston & Greg W. Marshall; Routledge/Taylor & Francis.

SALES ANALYTICS AND ADVANCE EXCEL

BVSAL604

Unit 1:	06
Introduction to Sales Analytics and Data-Driven Decision Making:	
• Concept and Importance of Sales Analytics • Role of Analytics in Sales and Business Performance • Sales Data Sources and Data Collection Methods • Key Sales Metrics and Key Performance Indicators (KPIs) • Data Cleaning, Validation, and Preparation • Introduction to Microsoft Excel for Business Analytics	
Unit 2:	06
Advanced Excel Functions for Sales Analysis:	
• Logical Functions: IF, IFS, AND, OR, NOT • Lookup and Reference Functions: VLOOKUP, HLOOKUP, XLOOKUP, INDEX, MATCH • Text, Date, and Time Functions • Conditional Formatting and Data Validation • Named Ranges and Dynamic Formulas • Data Sorting, Filtering, and Subtotaling Techniques	
Unit 3:	06
Data Analysis and Visualization in Excel:	
• Pivot Tables and Pivot Charts • Sales Dashboard Creation • Trend Analysis and Comparative Analysis • Data Visualization Techniques and Best Practices • Interactive Reports Using Slicers and Timelines • Business Reporting and MIS Preparation	
Unit 4:	06
Sales Forecasting and Performance Analytics:	
• Sales Trend Analysis and Growth Measurement • Territory-wise, Product-wise, and Customer-wise Sales Analysis • Sales Forecasting Techniques in Excel • Market Share and Performance Benchmarking • Profitability and Contribution Analysis • Scenario Analysis and What-If Analysis	

Unit 5:

Advanced Analytics and Business Applications:

- Introduction to Power Query and Data Transformation
- Introduction to Power Pivot and Data Modeling
- Excel Solver for Business Decision-Making
- Sales Funnel Analysis and Conversion Metrics
- Inventory and Distribution Analytics
- Analytics Applications in FMCG, Retail, and Consumer Goods Industries

References:

- Excel Data Analysis: Modeling and Simulation, Hector Guerrero, Springer
- Business Analytics: Data Analysis and Decision Making, S. Christian Albright and Wayne L. Winston, Cengage Learning
- Practical Business Statistics Using Excel, Norean R. Sharpe, Richard D. De Veaux, Paul F. Velleman, Pearson Education

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