

DSEM08 – Sales and Distribution Management

Master of Commerce
Semester IV
DSE – Elective Paper
Sales and Distribution Management

Course Type / Course Code	Course Title	Lectures	Tutorials	Practical	Credits	Pre-requisites
DSEM08	Sales and Distribution Management	3	1	0	4	NIL

Objective: To equip learners with the conceptual and analytical understanding of sales and distribution management. The course focuses on developing managerial competence in designing, implementing, and controlling sales operations and distribution networks across traditional and digital channels.

Learning Outcomes: After completion of this course, students should be able to:

- Explain the role and importance of sales and distribution in business strategy.
- Design effective sales organization structures and sales territories.
- Apply techniques for sales forecasting, budgeting, and performance control.
- Develop efficient and ethical distribution networks, resolving channel conflicts.
- Integrate salesforce and distribution systems in the context of digital, global, and sustainable business environments.

Contents:

Unit I (11 Hours)

Nature, scope, and importance of sales management; roles and functions of a sales manager; the selling process; sales planning and forecasting; sales organization structure; recruitment, selection, training, motivation, and compensation of salesforce.

Unit II (11 Hours)

Sales budgeting and cost analysis; territory and quota design; performance evaluation and control systems; customer relationship management (CRM) and key account management; ethical and legal aspects in selling; use of digital tools and analytics in sales management.

Unit III (11 Hours)

Concept and significance of distribution channels; channel design and management; channel member selection and evaluation; channel economics, margins, and logistics costs; channel conflict, power, and governance; distribution performance evaluation.

Unit IV

(12 Hours)

Evolution of retailing and emergence of e-commerce; omnichannel and D2C (Direct-to-Consumer) strategies; integration of salesforce and channel partners; international distribution strategies; green and sustainable logistics; digital transformation in distribution and sales enablement tools.

Tutorial Exercise:

The students shall be asked to conduct sales forecasting exercises using historical data and trend analysis, followed by salesforce performance evaluation through productivity and conversion metrics. They will perform channel margin and profitability analysis and distribution cost optimization using spreadsheet tools for route and warehouse planning. Additionally, learners will apply CRM analytics and key account management techniques to strengthen customer relationships and sales efficiency.

Suggested Readings:

- Havaladar, K. K., & Cavale, V. M. (2017). Sales and Distribution Management (3rd Edition). McGraw Hill Education India.
- Panda, T. K., & Sahadev, S. (2020). Sales and Distribution Management. Oxford University Press India.
- Coughlan, A. T., Anderson, E., Stern, L. W., & El-Ansary, A. (2014). Marketing Channels. Pearson Education.
- Jobber, D., & Lancaster, G. (2019). Selling and Sales Management (11th Edition). Pearson Education.
- Rosenbloom, B. (2012). Marketing Channels: A Management View (8th Edition). Cengage Learning.
- Still, R. R., Cundiff, E. W., Govoni, N. A. P., & Puri, S. (2011). Sales Management: Decisions, Strategies and Cases. Pearson Education India.
- Gupta, S. L. (2019). Sales and Distribution Management: Strategies for the 21st Century. Excel Books India.