

COURSE MODULE: SALES AND RETAIL MANAGEMENT

Course Coordinator: Mr. Likith N				Academic Year: 2025-26	
Department: MBA					
Course Code MBA MM314	Course Title Sales & Retail Management	Core/Elective Elective	Prerequisite -	Contact Hours 4:0:0	Total Hrs./ Sessions 50

Course Learning Objective:

1. To provide an understanding of the concepts, techniques and approaches in Sales Management.
2. To emphasize on the Sales Manager's problems and dilemmas.
3. To develop skills for generating, evaluating and selecting sales strategies.
4. To develop an understanding of the contemporary retail management, issues, strategies and trends.
5. To highlight the importance of retailing and its role in the success of modern business.
6. To acclimatize with the insights of retailing, key activities and relationships.

Teaching-Learning Process (General Instruction):

1. To bridge academic concepts with real-world practices through interactions with experts from Sales & Retail domain thereby enhancing practical understanding and industry relevance.
2. To encourage self-directed and technology-enabled learning through the use of pre-class digital content, online resources, and interactive classroom activities that promote continuous learning and application.
3. To promote teamwork, research aptitude, and communication skills through collaborative learning projects, group discussions, and presentations on contemporary Sales & Retail topics.
4. To provide experiential learning opportunities by engaging students in simulations, role plays, and activities that develop competencies in managing cross-cultural teams, bottle neck situations and strategy formulations to meet targets and attain goals with efficiency and effectiveness.
5. To develop analytical and problem-solving abilities by applying proven methods, frameworks, and models to real-world.

Module-1

Introduction to Sales Management: Meaning, Evaluation, Importance, Emerging Trends in Sales Management, elementary study of sales organizations, qualities and responsibilities of sales manager.

Selling skills & selling strategies: Selling and business Styles, selling skills, situations, Personal Selling: Meaning and definition, selling process, sales presentation, Handling customer objections, Follow- action.

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Module-2

Management of Sales Territory & Sales Quota: Sales territory: meaning, factors affecting in designing size of Sales territory, steps in designing Sales territory, Sales quota, procedure for sales quota. Types of sales quota, Methods of setting sales Quota. Recruitment and selection of sales force, Training of sales force.

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Module-3

Sales force Motivation and Compensation: Nature of motivation, Importance, Process and factors in the motivation, Compensation-Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process. Sales management job: Standard sales management process- International sales management international market selection, market survey approach or strategy.

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Module-4

Retail Management: Introduction and Perspectives on Retailing, World of Retailing, Retail management, introduction, meaning, characteristics, emergence of organizations of retailing - Types of Retailers (Retail Formats) - Multichannel Retailing - role of retailing, trends in retailing, FDI in Retail - Problems of Indian Retailing- Ethics in retailing- Current Scenario.

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk.

Module-5

Setting up Retail organization: Size and space allocation, location strategy, factors Affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design. Retail Market Strategy - Financial Strategy Human Resource Management, Information Systems and supply chain management & Logistics. Store Layout and Space planning: Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors. Store Management: Responsibilities of Store Manager, Store Security, Parking Space. Problem at Retail Centers, Store Record and Accounting System, Coding System, Material Handling in Stores, Management of modern retail stores.

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Module-6

Relationship Marketing & International Retailing: Management & Evaluation of Relationships in Retailing, Retail Research in Retailing: Importance of Research in Retailing, Trends in Retail Research, Areas of Retail Research. Customer Audits, Brand Management in retailing, Internationalization of Retailing and Evolution of International Retailing, Motives of International Retailing, International Retail Environment and issues in international retailing.

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Course outcome

At the end of the course the student will be able to:

CO1 Understand the selling techniques in an organization.

CO2 Develop a plan for organizing, staffing & training sales force.

CO3 Organize sales territories to maximize selling effectiveness.

CO4 Evaluate sales management strategies.

CO5 Find out the contemporary retail management issues and strategies.

CO6 Evaluate the recent trends in retailing and its impact in the success of modern business.

CO7 Understand Relate store management and visual merchandising practices for effective retailing.

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

Continuous Internal Evaluation: There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE

1. Two Unit Tests each of 50 Marks (Will be reduced to 25 marks)

2. Two assignments each of 25 Marks or one Skill Development Activity of 50 marks to attain the COs and POs

The sum of two tests, two assignments/Skill Development Activities, will be scaled down to 50 marks

CIE methods /question paper is designed to attain the different levels of Bloom's taxonomy as per the outcome defined for the course.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks with 3 sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is compulsory.
- 40 percent theory and 60 percent problems in the SEE.

Suggested resources:
Books:

- Sales & Distribution Management: Tapan K. Panda & Sunil Sahadev, 6/e, Oxford University Press, 2012.
- Sales Management by Charles, Futrell, 6/e, Thomson South Western, 2003.
- Retail Management - Levy & Weitz, TMH, latest edition.
- Retail Management - Chetan Bajaj, Oxford University press.
- Retail Management-A Global Perspective: Text and Cases, Dr.Harjit Singh, S.Chand, 2018.
- Sales & Retail Management, an Indian perspective by Dr.S.L Gupta, 1/e, Excel Books, 2007.
- Salesmanship and Sales Management-P.K Sahu & K C Raut, 3/e, Vikas Publishing House.
- Integrated Retail Management - James R. Ogden & Denise Trodden, Biztantra, Latest Edition.
- Retail Marketing Management - Dravid Gilbert, 2/e, Pearson Education
- Retail Management: A Strategic Approach - Barry Berman, Joel R. Evans, Pearson. Latest Edition.

Weblinks links and Video Lectures (e-Resources):

- <https://www.pdfdrive.com/sales-management-e529300.html> <https://ncert.nic.in/textbook/pdf/ieva101.pdf>
<https://www.pdfdrive.com/retail-marketing-e34523955.html>
<https://www.coursera.org/lecture/mafash/retail-management-yrF51>
<https://www.youtube.com/watch?v=8ah0ET7zlBw>
https://onlinecourses.swayam2.ac.in/cec20_mg01/preview
<https://www.digimat.in/nptel/courses/video/110105122/L16.html>
<https://freevideolectures.com/course/4216/nptel-sales-distribution-management>
<https://nptel.ac.in/courses/110105122>
<https://www.digimat.in/nptel/courses/video/110105122/L01.html>

Mapping of COS and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2			2				2		
CO3				3				2	
CO4		2		2					3
CO5	1		2		3		2		
CO6		1		2		1			
CO7	1		2						3