

## **FACULTY OF MANAGEMENT STUDIES (FMS)**

### **SHORT-TERM CAPSULE CERTIFICATE COURSE IN “SALES MANAGEMENT”**

**Gurukula Kangri Vishwavidyalaya** was founded on March 4, 1902 by Swami Shradhananda Ji with the sole aim to revive the ancient Indian Gurukula system of education by imparting education in the areas of Vedic literature, Indian philosophy, Indian culture, modern sciences and research. FMS, Gurukula Kangri Vishwavidyalaya, Haridwar is among the best teaching, research and consulting institutions. The Faculty has established itself as a world-class teaching and research institution and is involved in consulting and training programmes for the industry.

FMS, Gurukula Kangri Vishwavidyalaya, Haridwar provides the ideal setting and background conducive to learning where a student is treasured as a set. The combination of our Vedic heritage, wisdom and management skills has a lot to contribute to the development of the 21<sup>st</sup> century sales force, which is a key to the success of any organization.

Sales is a high-pressure job, but it can be highly rewarding. Certification can get you noticed by hiring managers and give you an edge over others looking for the same positions. There are still plenty of employers that accept some combination of work experience and/or certification in lieu of a degree. Employers look for candidates who are highly productive and have the drive to increase company profits. A certification helps prove that one is willing to go above and beyond to achieve goals. This is why FMS has come up with this short-term certificate course in “Sales Management”.

#### **PROGRAMME HIGHLIGHTS:**

- Rigorous teaching using varied pedagogies viz. classroom teaching using case studies, role plays, e-learning etc.
- The coverage of the programme includes selling skills, knowledge of different distribution channels, customer interaction, basic grooming and knowledge of the communication skills
- Opportunities for students to interact with Senior Executives of the Industry.
- Well-equipped classroom infrastructure for academic and practical learning.
- On successful completion of the programme, the students can be absorbed in different sectors.

#### **PROGRAMME STRUCTURE:**

The programme structure is as follows:

- **Two days (Friday and Saturday) a week.**
- **Schedule: 03 hrs per day.**
- **07 weeks Course.**

#### **COURSE FEES:**

The applicants have to pay the FMS, GKV an amount of Rs. 4,000/= (Rupees Four Thousand Only).

#### **ELIGIBILITY CRITERIA:**

- Intermediate (10+2) in any discipline.

<b>Short Term Certificate</b>	<b>STC-02</b>		<b>Two days (Friday and Saturday) a week.</b>		
	<b>SALES MANAGEMENT</b>		<b>03Hrs Per Day</b>		
Time Allotted for Final Examination(FE)	Marks Allotted For Internal Assessment	Marks Allotted for Final Examination (FE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3Hrs.	30	70	100	06	42

## **SALESMANAGEMENT**

**LEARNING OBJECTIVES:** The course ensures that the applicants will be well equipped in Selling Skills, Team Building, Team Management and Communication Skills pertaining to the job responsibility.

### **PROGRAM OUTCOMES (POs) – CERTIFICATE COURSE IN SALES MANAGEMENT**

PO1 To understand the place and contribution of marketing to the business enterprise • understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions

PO2 To understand the role of marketing as a fundamental organizational policy process.

PO3 To define primary and secondary sources of information; give examples of methods used to collect primary data; give examples of sources for secondary data; compare and contrast the advantages and disadvantages of both types of data

PO4 To describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different situations in the competitive environment will affect choices in target marketing

PO5 To describe the major types of consumer buying behavior, the stages in the buyer decision process and completely outline the components of the marketing mix.

PO6 To identify the costs and benefits of marketing channels; discuss the firms and the functions involved in typical channels

PO7 To identify the roles of advertising, sales promotion, public relations, personal selling, and direct marketing in the promotion mix; compare and contrast integrated marketing communications with a non-integrated approach to the promotional mix

PO8 To understand the current market situation on marketing and advertising related aspects through In-house Project exposure to the functional aspects of Advertising Agencies, Newspaper houses, Media and Production Houses. Operational knowledge of Marketing & Sales department and Public Relations department in corporate, private and public sector organisations is obtained through their On-job Training.

	Course Outcome	Mapped Program Outcomes
<b>CO.1</b>	analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces	<b>PO.1, PO.2</b>
<b>CO.2</b>	evaluate results of marketing activities using criteria related to budgeted sales, costs and profits	<b>PO.3, PO.4</b>
<b>CO.3</b>	perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behaviour of each segment	<b>PO.5, PO.6</b>
<b>CO.4</b>	contribute to evaluating the effectiveness of advertising and marketing communications initiatives	<b>PO.7, PO.8</b>

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	1	1	1	1	1	1
CO2	1	1	2	2	1	1	1	1
CO3	1	1	1	1	2	2	1	1
CO4	1	1	1	1	1	1	2	2
CO5	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-
Average	1.25	1.25	1.25	1.25	1.25	1.25	1.25	1.25

**MODULE 1 (WEEK1): INTRODUCTION TO MARKETING AND SALES MANAGEMENT:** Nature and scope of marketing, marketing environment, critical role of marketing in organization/society, marketing planning and research, sales management, personal selling and salesmanship.

**Key Readings:**

Charles, F.C. (2013). *Fundamental of Selling*. New Delhi, India: AITBS.

Chunawalla, S.A. (2014). *Sales Management*. New Delhi, India: Himalaya Publishing House Pvt. Ltd.

Gupta, B.C. (2020). *Personal Selling and Salesmanship*. New Delhi: Scholar Tech Press.

Kotler, T.P., Armstrong, G. & Agnihotri, P. (2018). *Principles of Marketing*. Noida: Pearson Education.

**MODULE 2 (WEEK 2): DISTRIBUTIVE NETWORK MANAGEMENT:** Vertical Marketing systems, organizing and implementing marketing in the organization, distribution channels, channel selection, channel management, distributive network changes and maintaining relations, digital marketing.

**Key Readings:**

Kotler, P. (2017). *Marketing 4.0: Moving from Traditional to Digital*. New Delhi: Wiley.

Ramachandran. (2010). *Field Sales Management*. New Delhi: India: Allied Publication.

Still, R., Cundiff, E. W., Govani, N. A., & Puri. (2017). *Sales and Distribution Management*. New Delhi: Pearson Education.

**MODULE 3(WEEK 3): PLANNING,EXECUTING AND EVALUATING SALES TRAINING PROGRAMMES:** Building sales training programmes, defining and deciding training aims and contents, selecting training methods, philosophies of sale straining, organization for sales training and evaluating sales training programmes.

**KeyReadings:**

Ingram, T. H., &Laforge, R. W. (2015). *Sales Management: Analysis and Decision Making*.NY, US:Rout ledge.

Tracy,B.(2015).*Sales Management* .US:Amacom.

**MODULE 4 (WEEK4): CONTROLLING SALES PERSONNEL:** Controlling sales personnel. standards of performance, relation of performance, standard to personal selling objectives, recording actual performance, evaluating actual performance with standards, taking action. the dynamic phase of control, controlling sales personnel through supervision.

**KeyReadings:**

Johnston, M. W., & Marshall, G. W. (2013). *Sales Force Management: Leadership, Innovation, Technology*. NY, US:Rout ledge.

Rao, V. T. (2015). *Performance Management: Toward Organizational Excellence*. New Delhi:Sage Response.

**MODULE 5 (WEEK5): TEAM BUILDING, TEAM MANAGEMENT AND MOTIVATIONAL TECHNIQUES:** Importance of teams in organizations, stages of team development, building high performing teams,group decision making,concept of need gratification and motivation, motivational the ories, leadership and influence process.

**KeyReadings:**

Robbins,S. P.(2016).*Organizational Behaviour* .New Delhi,India:Pearson Education.

Slater, R. (2010). *Team Management (Collins Business Secrets)*. UK: Harper Collins Business

**MODULE 6 (WEEK6): COMMUNICATION AND NEGOTIATION SKILLS:** Importance of communication for sales personnel,presentation skills,art of successful negotiation. writinga business report, business etiquette.

**KeyReadings:**

Fisher, R. & Ury, W. (2012). *Getting to Yes: Negotiating an agreement without givingin*.New Delhi: RHUK Publishing.

Lesikar, R. V., Flatley, M. E., Rentz, K., & Pande, N. (2009). *Business Communication: Making Connections in a Digital World;11th Edition*. New Delhi, India: Tata McGraw.Hill.

Mehra, K.S. (2012). *Business Etiquette: A Guide For The Indian Professional*. New York:Harper Collins.

**MODULE 7 (WEEK7):FITNESS AND HABITS OF A SALES PERSON:** Role of yoga and meditation in maintaining fitness, and cultivating good habits in a sales person, ground level experiences and simulations.

**KeyReadings:**

Covey, S. R. (2013). *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*.NY, USA: RosettaBooks.

**Updated on 28 May, 2024**

Osho (2014). *Body Mind Balancing: Using Your Mind to Heal Your Body*. UK:  
St.Martin's Griffin.

**NOTE:** The list of cases, specific references and books including recent articles will be announced in the class by concerned teacher from time to time.