

Indian Institute of Technology Guwahati
Proposal for a New Course/ Revision of a Course

Course Number & Title: BM 650H & Sales and Distribution Management	
L-T-P-C: 4-0-0-4	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Elective	
Offered to: Masters of Business Administration (MBA)	
Offered in (Odd/ Even / Any): Any	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):	
<p>Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(,). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity,)</p> <p>Introduction to Distribution Channel Management; Retailing & Wholesaling; Channel Design; Channel Management: Power, Conflict & Motivation; Introduction to Sales Management; The Selling Process; Sales Force Management: Sales Force Recruitment and Selection; Sales-force Management: Sales Strategy, Sales Territory & Quota Allocation; Forecasting Sales; Estimating Demand; Sales force motivation and leadership.</p>	
Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".)	
Texts: (Format: Authors, Book Title in Italics font, Volume/Series, Edition Number, Publisher, Year.)	
1.	Havaldar, K. K., & Cavale, V. M., <i>Sales and Distribution Management: Text and Cases</i> , 3 rd Edition, McGraw Hill Education, 2017.
2.	Panda, T. K., & Sahadev, S., <i>Sales and distribution management</i> , 2 nd edition, Oxford University Press, 2011.
3.	
References: (Format: Authors, Book Title in Italics font, Volume/Series, Edition Number, Publisher, Year.)	
1.	
2.	

Detailed Course Content (Optional) It will not be included in the Courses of Study Booklet		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		
5		
		Total Number of Lectures =

In case of revision of existing course, Please provide below the details of existing course.