



PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY PANIPAT
Department of Management Studies

Semester: 3rd

Faculty Name: Manish Gulyani

Course Title: Sales and Logistics Management

Course No. MM303

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
1	L-1	Introduction to the subject.	CO1
2	L-2	Introduction and discussion about the syllabus and books.	CO1
3	L-3	Introduction to Sales Management: Basic Framework	CO1
4	L-4	Sales Management :- Meaning, Features,	CO1
5	L-5	Nature, Importance & Scope	CO1
6	L-6	Selling Yourself-Activity	
7	L-7	Sales Organization:- Meaning, Concept	CO1
8	L-8	Sales Functions & Policies	CO1
9	L-9	Revision & Problem Solving	
10	L-10	Sales Manager:- Tasks & Responsibilities of Field Manager	CO1
11	L-11	Case Study	CO1
12	L-12	Planning the Sales Efforts :- Sales Planning	CO2
13	L-13	Sales Budgeting – Meaning, Nature	CO2
14	L-14	Sales Budgeting – Significance, Process	CO2
15	L-15	Revision & Problem Solving	

Sr. No.	Lecture No.	Topicstobecoved	TargetO utcome
16	L-16	OralTestofSalesBudgeting	CO2
17	L-17	SalesForecasting	CO2
18	L-18	FixationofSalesQuota	CO2
19	L-19	CaseStudy	CO2
20	L-20	SettingSalesTerritories	CO2
21	L-21	Estimationof MarketPotential	CO2
22	L-22	Sales& CostAnalysis 1	CO2
23	L-23	Sales& Cost Analysis 2	CO2
24	L-24	Impetus–Activity	
25	L-25	ManagingSalesForce:- Selection,Training,	CO2
26	L-26	Compensation,Motivation,	CO2
27	L-27	EvaluationofSales Performance	CO2
28	L-28	Logistics Management:- Meaning, Types, RelationshipwithSupplychainM anagement	CO3
29	L-29	Logisticsasasourceofco mpetitiveadvantage	CO3
30	L-30	MarketingPlan	
31	L-31	Warehousing:Alternatives	CO3
32	L-32	Warehousing:Strategy	CO3
33	L-33	ViralinNature	
34	L-34	InventoryManagementPolicies	CO3

