**Lesson Plan**

**Name of Assistant/Associate Professor:SAVITA**

**Class and Section:M.com Final**

**Subject: Sales Management**

**Lesson Plan: 18 weeks (from January 2018 to April 2018)**

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| **Week 1**  **Chapter 1Sales management** |
| Assignments |
| Week 1, Day 1, Date : 1 Jan 2018   * 1.1.1. Concepts, Features |
| Week 1, Day 2, Date : 2 Jan 2018   * 1.2.1. Need, Factors |
| Week 1, Day 3, Date : 3 Jan 2018   * 1.3.1.objectives |
| Week 1, Day 4, Date : 4 Jan 2018   * 1.4.1.functions |
| Week 1, Day 5, Date : 5 Jan 2018   * 1.5.1. importance |
| Week 1, Day 6, Date : 6 Jan 2018   * 1.6.1.duties |
| **Week 2**  **Chapter 1 Sales management** |
| Assignments |
| Week 2, Day 1, Date : 8 Jan 2018   * 2.1.1. integrated sales |
| Week 2, Day 2, Date :9 Jan 2018   * 2.2.1. sales manager |
| Week 2, Day 3, Date :10 Jan 2018   * 2.3.1. .types |
| Week 2, Day 4, Date :11 Jan 2018   * 2.4.1. .qualities |
| Week 2, Day 5, Date :12 Jan 2018   * 2.5.1. .responsibilities |
| Week 2, Day 6, Date :13 Jan 2018   * 2.6.1. .duties |
| **Week 3**  **Chapter 2fundamentals of selling** |
| Assignments |
| Week 3, Day 1, Date : 14 Jan 2018   * 3.1.1.meaning |
| Week 3, Day 2, Date : 15 Jan 2018   * 3.2.1. knowledge about product |
| Week 3, Day 3, Date : 16 Jan 2018   * 3.3.1. key factors |
| Week 3, Day 4, Date : 17 Jan 2018   * 3.4.1. buyer seller dyads |
| Week 3, Day 5, Date : 18 Jan 2018   * 3.5.1. classification of sales job |
| Week 3, Day 6, Date : 19 Jan 2018   * 3.6.1. theories of selling |
| **Week 4**  **Chapter 3 sales planning** |
| Assignments |
| Week 4, Day 1, Date : 22 Jan 2018   * 4.1.1. Govt. Holiday |
| Week 4, Day 2, Date :   * 4.2.1. characteristics |
| Week 4, Day 3, Date : 24 Jan 2018   * 4.3.1. Govt. Holiday |
| Week 4, Day 4, Date :   * 4.4.1.components |
| Week 4, Day 5, Date : 26 Jan 2018   * 4.5.1. Govt. Holiday |
| Week 4, Day 6, Date : 27 Jan 2018   * 4.6.1. types of sales |
| **Week 5**  **Chapter 3:sales planning** |
| Assignments |
| Week 5, Day 1, Date : 29 Jan 2018   * 5.1.1. limitations |
| Week 5, Day 2, Date : 30 Jan 2018   * 5.2.1. measures to overcome limitations |
| Week 5, Day 3, Date : 31 Jan 2018   * 5.3.1. Govt. Holiday |
| Week 5, Day 4, Date : 01 Feb 2018   * 5.4.1. chapter 4 sales forecasting ; charateristics |
| Week 5, Day 5, Date : 02 Feb 2018   * 5.5.1. objectives and procedure of sales forecasting |
| Week 5, Day 6, Date : 03 Feb 2018   * 5.6.1. levels and responsibilities |
| **Week 6**  **Chapter 4 sales budget**  Week 6 Day 1 Date: 5 Feb 2018   * 6.1.1. features and types of sales budget   Week 6 Day 2 Date: 6 Feb 2018   * 6.2.1. essential of sales budget   Week 6 Day 3 Date: 7 Feb 2018   * 6.3.1. importance.   Week 6 Day 4 Date: 8 Feb 2018   * 6.4.1 types   Week 6 Day 5 Date: 09 Feb 2018   * 6.5.1. limitations |
| **Week 7**  **Chapter sales organisation**  Week 7 Day 1 Date: 12 Feb 2018   * 7.1.1. objectives   Week 7 Day 2 Date: 13 Feb 2018   * 7.2.1. setting up sales org   Week 7 Day 3 Date: 14 Feb 2018   * 7.3.1. functions   Week 7 Day 4 Date: 15 Feb 2018   * 7.4.1. structure   Week 7 Day 5 Date: 16 Feb 2018   * 7.5.1. factors affecting sales org   Week 7 Day 6 Date: 17 Feb 2018   * 7.6.1. field sales org |
| **Week 8**  **Chapter sales quotas and sales territories**  Week 8 Day 2 Date: 20 Feb 2018   * 8.2.1. features ,objectives   Week 8 Day 4 Date 22 Feb 2018   * 8.4.2.types of sales quota   Week 8 Day 5 Date: 23 Feb 2018   * 8.5.2. determining sales quotas   Week 8 Day 6 Date: 24 Feb 2018   * 8.6.2. methods of setting sales quota   **Week 9**  **Chapter sales quotas and sales territorities**  Week 9 Day 1 Date: 26 Feb 2018   * 9.1.2.shapes   Week 9 Day 2 Date: 27 Feb 2018   * 9.2.2. designing route charts |
| **Week 10**  **Chapter training development of sales force**  **1st assignment**  Week 10 Day 1 Date: 05 March 2018   * 10.1.2. characteristics and need   Week 10 Day 2 Date: 6 March 2018   * 10.2.2. types of training   Week 10 Day 3 Date: 7 March 2018   * 10.3.2. training programme   Week 10 Day 4 Date: 8 March 2018   * 10.4 training content   Week 10 Day 5 Date: 9 March 2018   * 10.5.2. development of sales force   Week 10 Day 6 Date: 10 March 2018   * 10.6.2.evaluation |
| **Week 11**  **Chapter recruitment and selection of sales personnal**  Week 11 Day 1 Date: 12 March 2018   * 11.1.1.importance * 11.2.2. activities in sales mgnt   Week 11 Day 3 Date: 14 March 2018   * 11.3.2. selection process   Week 11 Day 4 Date: 15 March 2018  Chapter ; compensating sales force  Week 11 Day 5 Date: 16 March 2018   * 11.5.2.objectives of compensation plan   Week 11 Day 6 Date:17 March 2018   * 11.6.2. designing plan |
| **Week 12**  **Chapter compensating sales force**  Week 12 Day 1 Date: 19 March 2018   * 12.1.2. elements   Week 12 Day 2 Date: 20 March 2018   * 12.2.2.advantages of promotion   Week 12 Day 3 Date: 21 March 2018   * 12.3.2. types of promotion policy   Week 12 Day 4 Date: 22 March 2018   * 12.4issues in promotion policy   Week 12 Day 6 Date: 24 March 2018   * 12.6.2.factors affecting policy |
| **Week 13**  **Chapter sales meetings**  Week 13 Day 1 Date: 26 March 2018   * 13.1.2. planning sales meetings   Week 13 Day 2 Date: 27 March 2018   * 13.2.2.types and advantages   Week 13 Day 3 Date: 28 March 2018   * 13.3.2. advantages and limitations of meeting   Week 13 Day 5 Date: 30 March 2018   * 13.5.2. suggestions   Week 13 Day 6 Date: 31 March 2018   * 13.6.2.forms/basis of sales contents |
| **Week 14**  **Chapter 6.control process & sales force management**  **2nd assignment**  Week 14 Day 1 Date: 02 April 2018   * 14.1.2. sales analysis   Week 14 Day 2 Date: 03 April 2018   * 14.2.2.selling cost analysis   Week 14 Day 3 Date: 4 April 2018   * 14.3.2. sales audit   Week 14 Day 4 Date: 5 April 2018   * 14.4.2. importance   Week 14 Day 5 Date: 6 April 2018   * 14.5.2. performance appraisal   Week 14 Day 6 Date: 7 April 2018   * 14.6.2.process |
| **Week 15**  **Chapter sales force management**  Week 15 Day 1 Date: 9 April 2018   * 15.1.2. essentials   Week 15 Day 2 Date: 10 April 2018   * 15.2.2control techniques   Week 15 Day 3 Date: 11 April 2018   * 15.3.2. limitations of control system   Week 15 Day 4 Date: 12 April 2018   * 15.4.2. re imbursement of selling expenses   Week 15 Day 5 Date: 13 April 2018   * 15.5.2.sales records |
| **Week 16**  **Chapter: ethical issues in sales management**  Week 16 Day 1 Date:16 April 2018   * 16.1.3.maening   Week 16 Day 2 Date: 17 April 2018   * 16.2.3. characteristics   Week 16 Day 3 Date: 18 April 2018   * 16.3.3. significance   Week 16 Day 4 Date: 19 April 2018   * 16.4.3. ethical issues   Week 16 Day 5 Date: 20 April 2018   * 16.5.3.code of conduct   Week 16 Day 6 Date: 21 April 2018   * 16.6.3. revision of chapter sales management   **Week 17**  **Revision**  Week 17 Day 1 Date: 23 April 2018   * 17.1.3. Revision of Chapter fundamentals of selling   Week 17 Day 2 Date: 24 April 2018   * 17.2.3. Revision of Chapter sales planning & sales forecasting   Week 17 Day 3 Date 25 April 2018   * 17.3.3. Revision of Chapter sales budget |
| Week 17 Day 4 Date: 26 April 2018   * 17.4.3. Revision of chapter sales organisation   Week 17 Day 5 Date: 27 April 2018   * 17.5.3. Revision of chapter sales quotas   Week 17 Day 6 Date: 28 April 2018   * 17.6.3. Revision of Chapter sales territories   **Week 18**  **Revision**  Week 18 Day 1 Date: 30 April 2018   * 18.1.3. Revision of Chapter sales force mgnt |

**Head of Department Signature of Teacher**