

- Jan:- Sales Management: An Introduction, Fundamentals of Selling, Salesmanship and Personal Selling,
- Feb:- Sales Planning, Sales Forecasting, Sales Budget, Sales Organisation - Organising the Sales Efforts
Assignment - I
- March:- Sales Quotas and Sales Territories, Sales Force Management: Recruitment and Selection of Sales Personnel, Sales Force Management: Training, Development and Induction. Assignment - II
- April:- Compensating Sales Force, Sales Force Management: Motivating the Sales Personnel, Sales Meetings and Sales Controls, Control Process of Sales, Sessional Test
- May:- Revision

Unit - I