



**JINDAL GLOBAL
BUSINESS SCHOOL**
INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL



O.P. Jindal Global University
A Private University Promoting Public Service
NAAC Accreditation - 'A' Grade

Jindal Global Business School
Course Outline

Course Title	Sales and Distribution Management
Core or Elective	Elective
Program and Batch	BBA 2022, IBM 2022
Semester & Academic Year	Fall 2026
Credits	3
Discipline/Area	Marketing
Provide details if this course is a Prerequisite for any course/specialization	Introduction to Marketing
Name of the Faculty Member/Course Instructor	Prof. Nishant Ambust & Ashish Kumar Gupta
Contact Details of the Faculty Member	nishant.ambust@jgu.edu.in
Contact Details of Support Staff	igbs-ee@jgu.edu.in
Faculty Member's Open Office Day/s & Time	Wed & Fri 13:30 – 14:40

Introduction to the Course

The course familiarizes the student with the various selling functions and techniques, distribution channels and channel management. In addition, the course provides skills to the students to effectively handle the sales force and enhance value and productivity for the organization.

Course Learning Objectives

At the end of the course, students should be able to

CLO 1 To gain a basic understanding of important issues in sales and salesforce management-including but not limited to sales relationships, territory management and salesforce training.

CLO 2 To gain insights into and critically analyse distribution strategies of organisations-specifically distribution channels and channel strategies.

CLO 3 To understand issues surrounding distribution of products and services- including but not limited to channel power, channel management and channel incentives.

Programme Competency Goals

BBA Programme Competency Goals (PCGs)		BBA Programme Learning Objectives (PLOs)
		Students will be able to
1	Responsible Global Citizenship: Ability to understand the interplay between local and global issues and to act with sensitivity towards ethical and social issues	1. Understand local business issues
		2. Understand global business issues
		3. Demonstrate sensitivity towards ethical issues
		4. Demonstrate sensitivity towards social issues
2	Effective communication: Ability to effectively exchange ideas and information	5. Present their ideas with clarity
		6. Write in a coherent manner
		7. Use technology for communication
3	Critical Thinking: Ability to identify, analyze business problems and propose effective solutions	8. Identify main issues of business problems
		9. Examine information from different sources
		10. Draw inferences from analysis
4	Teamwork: Ability to work and contribute effectively in group -settings	11. Understand the factors to work effectively in groups
		12. Contribute effectively to groups

CLO-PLO-PCG Assessments Mapping Matrix

Course Learning Objectives (CLOs)	Program Learning Objectives (PLOs)	Program Competency Goals (PCGs)	Course Assessment Items
On successful completion of the course, students should be able to:	This course helps you to develop the following Program Learning Outcomes:	This course helps you to develop the following Program Competency Goals:	This learning outcome will be assessed in the following items
CLO1: To gain a basic understanding of important issues in sales and salesforce management-including but not limited to sales relationships, territory management and salesforce training.	PLO 1, 2, 3, 4, 7, 9, 10, 11, 12	PCG 1, 2, 3, 4	A1, A2, A3, A4, A5
CLO2: Gain insights into and critically analyse	PLO 1, 3, 4, 7, 9, 10, 11, 12	PCG 1, 2, 3, 4	A1, A2, A3, A4, A5

distribution strategies of organisations-specifically distribution channels and channel strategies.			
CLO3: Understand issues surrounding distribution of products and services- including but not limited to channel power, channel management and channel incentives..	PLO 2, 3, 4, 7, 9, 10, 11, 12	PCG 1, 2, 3, 4	A1, A3, A4, A5

Evaluation Schema

The course grade will be determined based on:

Assessment Task	Weightage	Nature	Week of Assessment	PLOs to be Assessed
A1 Mid Term	20%	Individual	JGBS Mid Term Week	5,6,8,9,10,
A2 Class Participation	10%	Individual	Continuous	1, 2, 3, 4,8, 10
A3 Project Work	25%	Group	14-15	1,2,3,5, 7,8,9, 11,12
A4 Quiz	15%	Individual	Unannounced	1,2,4,5,6,7
A5 End Term Examination	30%	Individual	JGBS End Term Week	5,6,8,9,10

Description of Assessments:

A1. Mid Term: A mid-term written examination will be conducted as per university norms in pen and paper format. The duration of exam will be 90 mins.

A2. Class Participation: It covers the ongoing class discussion. This assessment will continue throughout the semester.

A3. Project Work: The groups will have to interview sales/distribution professionals from corporate; record the interviews and then present the findings in the class.

A4. Quiz: The quiz will be unannounced and would generally cover topics covered till then.

A5. End Term: End-Term Exam will be conducted as per the date and time finalized by the JGBS examination office. This will be pen and paper based sit in examination invigilated at JGU campus.

Rubrics for Assessments: The rubric has been provided below:

Criteria	Excellent	Satisfactory	Can be Improved
	80%-100%	50%-79%	0%-49%
Theoretical Understanding	A proper understanding of various aspects of the guiding questions and a detailed discussion of the same	Basic understanding of various aspects of the guiding questions and some basic discussions about the same	Very nascent understanding of various aspects of the guiding questions and illogical or divorced discussions about the same
Application	Proper understanding of what can and cannot be applied in the context along with a proper logic for the same	Some basic understanding of the applicability but not through a detailed and logical discussion	Illogical or factually wrong discussion related to the applicability of theory in the context
	Detailed discussion of the application of theory (guiding questions) to the context of the good or service chosen by the group	Some basic but inadequate discussion about the application of theory (guiding questions) to the context of the good or service chosen by the group	Glaring lack of linkage between theory and its application in the context of the good or service chosen by the group
Presentation/Report Quality	The report follows a logical sectional structure	Sections present but each section does not logically transition into the next	No logical linkage between the sections
	Proper citation of all sources in APA format	Has cited sources but not in APA format	Citations are inadequate and not in APA format
	Logical, understandable writing style with no grammatical errors	Writing peppered with jargons and having grammatical errors	Low understandability of the report write up.

Teaching Method

The course will have a judicious mix of lectures, storytelling, experiential exercises, and cases. Here the onus of learning will be with the student, and the instructor will be a facilitator. Instead of learning 'what to do', the cases will also be used as examples of real-world phenomena where issues arise, and good and bad practices are seen. The key to learning this way is to see many examples and situations and learn inductive as well as deductive ways from students' and managers' different experiences.

Textbook / Other Readings

The required text book for the course is:

TB1: Sales and Distribution Management; Sixth Edition, By Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sandeep Puri

TB2: Marketing Channels, 7th Edition, Anne Coughlan, Erin Anderson, Louis W. Stern, Adel El-Ansary

Guest Lectures

S. No.	Faculty member(s)	Guest Speakers [Name, designation, and company]	Week # (Tentative)
1	Prof. Nishant Ambust	Suraj Saha Head S & D, Jio	5
		Amitav Ash Business Head, Pococare	13

Session Plan

Session Details	Topics	CLOs Covered
Session 1	Introduction to the course	CLO1
Objective of the session	Setting up mutual expectations in the course Discussing the evaluation components	
Subtopics to be covered	Course outline discussion Discussion of evaluation components	
Readings	-	
Case Title & Number		
Pedagogy		
Session 2 & 3	Introduction to Sales Management	CLO1
Objective of the session	At the end of this session you will learn about various sales strategies followed by the organizations. Further we also learn about the various stakeholders and the roles of the intermediaries in the selling process.	
Subtopics to be covered	The sales function Personal selling Various stakeholders	
Readings	Chapter 1	
Case Title & Number		
Pedagogy		
Session 4 & 5	The selling process	CLO1
Objective of the session	At the end of this session you shall learn the nuances of the selling process. We shall also discuss the various stages and steps in the selling process	
Subtopics to be covered	The need for the selling process The various stages in the selling process Samples Demonstrations	
Readings	Chapter 2	
Case Title & Number	Class exercise: Sell your product	
Pedagogy		
Session 6 & 7	Personal Selling	CLO1
Objective of the session	At the end of this session you shall learn about the importance of personal selling in the organisation	
Subtopics to be covered	Personal Selling	

	Types of personal selling: Canned Approach, Sales pitch MAD principle Relation based selling	
Readings	Chapter 2 Weitz, B. A., & Bradford, K. D. (1999). Personal selling and sales management: A relationship marketing perspective. <i>Journal of the academy of marketing science</i> , 27(2), 241-254. Ankitha, S., & Basri, S. (2019). The effect of relational selling on life insurance decision making in India. <i>International Journal of Bank Marketing</i> .	
Case Title & Number	Magellan Boatworks	
Pedagogy	Class Discussion and Case Discussion	
Session 8	Experiential Learning Class- 1	CLO1
Objective of the session	Hands-on activity based on personal selling	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy	Class discussion	
Session 9	Guest lecture-1	
Objective of the session	At the end of this session students will be able to understand how the classroom learnings can be applied to real life business situations.	CLO1
Subtopics to be covered	(Tentative): Personal Selling Selling Process	
Readings		
Case Title & Number		
Pedagogy		
Session 10 & 11	Sales Force Management	CLO1
Objective of the session	At the end of this session you will learn about the importance of the recruiting, training, incentivizing and motivating the sales force personnel.	
Subtopics to be covered	Salesforce recruitment Salesforce motivation and incentives Attrition Salesforce training	
Readings	Chapter 11 What are the Best Practices to Conduct Sales Training? What Makes a Good Salesman	
Case Title & Number	Sales Force Management at Nobel Ilac 519067-PDF-ENG	
Pedagogy	Class Discussion and case discussion	
Session 12 & 13	Sales Information Management	CLO1
Objective of the session	At the end of this session you will learn about the various methods used by the sales organization in managing information from the market and from the consumers. We also discuss the demand and supply forecasting methods for the sales organisation.	
Subtopics to be covered	Forms of sales information Gathering Sales information	

	Forecasting demand	
Readings	Chapter 3	
Case Title & Number	Metabical: Pricing, Packaging, and Demand Forecasting for a New Weight-Loss Drug 4183-PDF-ENG	
Pedagogy	Class discussion and case discussion	
Session 14 & 15	Territory Management	CLO1
Objective of the session	At the end of this session, you will form an idea about sales territories and be able to describe factors which drive decisions of territory allocation in a sales organization	
Subtopics to be covered	The concept of sales territory Setting up sales territories Territory Size	
Readings	Chapter 19 Why Sales Teams Should Reexamine Territory Design	
Case Title & Number	Class Exercise: Designing the sales territory	
Pedagogy	Class discussion and case discussion	
Session 16	Experiential Learning Class-2	CLO1
Objective of the session	Case study discussion	
Subtopics to be covered		
Readings		
Case Title & Number	Sales Force Management at Nobel Ilac 519067-PDF-ENG	
Pedagogy	Class discussion	
Session 17 & 18	Distribution Channels	CLO2, CLO3
Objective of the session	At the end of this session, you will form a basic idea about the distribution channels	
Subtopics to be covered	What are distribution channels? Need for distribution channels. Length of distribution channels.	
Readings	Chapter 21 Marketing Channels; Structure and Functions	
Case Title & Number		
Pedagogy	Class Discussions	
Session 19	Experiential Learning Class-3	CLO2, CLO3
Objective of the session	Case study discussion	
Subtopics to be covered		
Readings		
Case Title & Number	Metabical: Pricing, Packaging, and Demand Forecasting for a New Weight-Loss Drug	
Pedagogy	Class discussion	
Session 20 & 21	Distribution Channels	CLO2, CLO3
Objective of the session	At the end of this session, you shall form a basic idea about the various intermediaries in a distribution system	
Subtopics to be covered	Wholesaling Distributors Retailers	
Readings	Chapter 21 Marketing Channels; Structure and Functions	
Case Title & Number	Soren Chemical: Why is the New Swimming Pool Product Sinking?	

	4188-PDF-ENG	
Pedagogy	Class Discussion and Case Discussion	
Session 22 & 23	Distribution Channel Strategies and Management	CLO2, CLO3
Objective of the session	At the end of this session, you will have an understanding of the various distribution strategies followed by organisations. We will discuss different distribution strategies for different product categories as also the power relationships between the various intermediaries in the distribution channel.	
Subtopics to be covered	Distribution Intensity Channel integration and control Channel conflict (basic understanding)	
Readings	TB-1 Chapter 22 TB-2 Chapter 7 and 8 Conceptualizing fairness in franchisor–franchisee relationship: Dimensions, definitions and preliminary construction of scale, Journal of Retailing and Consumer Services, Volume 28, 2016, Pages 28-35	
Case Title & Number		
Pedagogy	Class Discussions	
Session 24 & 25	Distribution Channel Strategies and Management	CLO2, CLO3
Objective of the session	This session continues from the previous one and focusses more on channel integration	
Subtopics to be covered	Channel integration Distribution strategies across the value chain	
Readings	TB-1 Chapter 22 TB-2 Chapter 7 and 8	
Case Title & Number	Eco7: Launching a new motor oil 916507-PDF-ENG	
Pedagogy	Class Discussion and Case Discussion	
Session 26	Guest Lecture-2	CLO2, CLO3
Objective of the session	At the end of this session students will be able to understand how the classroom learnings can be applied to real life business situations.	
Subtopics to be covered	(Tentative): Sales Relationships Relationship Marketing Customer Relationship Management	
Readings		
Case Title & Number		
Pedagogy	Class discussion	
Session 27	Experiential Learning Class-4	CLO2, CLO3
Objective of the session	Case study discussion	
Subtopics to be covered		
Readings		
Case Title & Number	Soren Chemical: Why is the New Swimming Pool Product Sinking?	
Pedagogy	Class discussion	
Session 28 & 29	Online Distribution	CLO2, CLO3
Objective of the session	At the end of this session, you will be able to understand the role of online platforms in distribution	
Subtopics to be covered	Internet as a distribution and communication channel	

Readings	Advantages and Disadvantages of online distribution Reimagining the role of physical stores in an omnichannel distribution network Gazzoli, G., Kim, W. G., & Palakurthi, R. (2008). Online distribution strategies and competition: are the global hotel companies getting it right?. International Journal of Contemporary Hospitality Management The Future of Shopping	
Case Title & Number	Arcelik: COVID-19 Fueled Omnichannel Growth (B) 521068-PDF-ENG	
Pedagogy	Class Discussion and case discussion	
Session 30	Group Presentation	CLO1, CLO2, CLO3
Objective of the session	Presentation of the Project Work by groups. Q&A	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	NA	

Disability Support

JGU endeavours to make all its courses accessible to students. The Disability Support Committee (DSC) has identified conditions that could hinder a student's overall wellbeing. These include physical and mobility-related difficulties, visual impairment, hearing impairment, mental health conditions, and intellectual/learning difficulties, e.g., dyslexia and dyscalculia. Students with any known disability needing academic and other support are required to register with the Disability Support Committee (DSC) by following the procedure specified at <https://jgu.edu.in/disability-support-committee/>

Students who need support may register any time during the semester up until a month before the end semester exam begins. Those students who wish to continue receiving support from the previous semester, must re-register within the first month of a semester. Last-minute registrations and support might not be possible as sufficient time is required to make the arrangements for support.

The DSC maintains strict confidentiality about the identity of the student and the nature of their disability and the same is requested from faculty members and staff as well. The DSC takes a strong stance against in-class and out-of-class references made about a student's disability without their consent and disrespectful comments referring to a student's disability.

All general queries are to be addressed to disabilitysupportcommittee@jgu.edu.in