

## Lesson Plan (jan 2018 to april 2018)

Name of the Assistant/ Associate Professor: Ms Kusum Lata

Class and Section: [M.Com](#) 4th semester

Subject: Sales Management

Paper code: MC-408

Week	Date	Topics
1	1-Jan-18	Sales management: meaning
	2-Jan-18	Objectives of sales management
	3-Jan-18	Functions of sales management
	4-Jan-18	Integrated sales and marketing management
	5-Jan-18	Personal selling: meaning, importance
	6-Jan-18	Classification of personal sales jobs
	7-Jan-18	Sunday
2	8-Jan-18	Features of personal selling
	9-Jan-18	Personal selling process
	10-Jan-18	Theories of selling
	11-Jan-18	Theories of selling
	12-Jan-18	Revision
	13-Jan-18	Test
	14-Jan-18	Sunday
3	15-Jan-18	Sales planning: meaning of planning, concept of sales planning
	16-Jan-18	Process of sales planning
	17-Jan-18	Approaches of sales planning
	18-Jan-18	Approaches of sales planning
	19-Jan-18	Sales forecasting: meaning, concept
	20-Jan-18	Sales forecasting
	21-Jan-18	Sunday
4	22-Jan-18	<a href="#">Vasant Panchami</a>
	23-Jan-18	Sales budgeting
	24-Jan-18	<a href="#">Sir Chhotu Ram Jayanti</a>
	25-Jan-18	Sales budgeting
	26-Jan-18	<a href="#">Republic Day</a>
	27-Jan-18	Revision
	28-Jan-18	Sunday
5	29-Jan-18	Test
	30-Jan-18	Sales organization: meaning of organization, concept of organization
	31-Jan-18	Types of organization

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Week	Date	Topics
1	1-Feb-18	Poupose of sales organization
	2-Feb-18	Principles of sales organization
	3-Feb-18	Process of sales organization
	4-Feb-18	Sunday
2	5-Feb-18	Sales organizational structures
	6-Feb-18	Field sales organization
	7-Feb-18	Determining size of sales force
	8-Feb-18	Determining size of sales force
	9-Feb-18	Revision
	10-Feb-18	<a href="#">Maharshi Dayanand Saraswati Jayanti</a>
	11-Feb-18	Sunday
3	12-Feb-18	Test
	13-Feb-18	<a href="#">Maha Shivratri</a>
	14-Feb-18	Territory and quota management:meaning
	15-Feb-18	Need of sales territories
	16-Feb-18	Process of sales territories
	17-Feb-18	Time management
	18-Feb-18	Sunday
4	19-Feb-18	Routing
	20-Feb-18	Sales quotas
	21-Feb-18	Purpose of sales quotas
	22-Feb-18	Types of quotas
	23-Feb-18	Administration of sales quota
	24-Feb-18	Administration of sales quota
	25-Feb-18	Sunday
5	26-Feb-18	Revision
	27-Feb-18	Revision

	28-Feb-18	Test
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1	1-Mar-18	<a href="#">Guru Ravidas Birthday</a>
	2-Mar-18	<a href="#">Holi</a>
	3-Mar-18	Sales force: meaning
	4-Mar-18	Sunday
2	5-Mar-18	Recruitment: meaning, characteristics
	6-Mar-18	Internal factor of recruitment
	7-Mar-18	External factor of recruitment
	8-Mar-18	Recruitment process
	9-Mar-18	Selection: meaning, importance
	10-Mar-18	Selection process
	11-Mar-18	Sunday
3	12-Mar-18	Training: meaning and features of training
	13-Mar-18	Compensation: meaning and types of compensation
	14-Mar-18	Motivating
	15-Mar-18	Leading the sales force
	16-Mar-18	Leading the sales force
	17-Mar-18	Sales meeting
	18-Mar-18	Sunday
4	19-Mar-18	Sales contests
	20-Mar-18	Revision
	21-Mar-18	Revision
	22-Mar-18	Test
	23-Mar-18	<a href="#">Shaheedi Diwas of Bhagat Singh, Rajguru &amp; Sukhdev</a>
	24-Mar-18	Control process: meaning of controlling
	25-Mar-18	Sunday/ Ram Navami
5	26-Mar-18	Analysis of sales
	27-Mar-18	Analysis of sales
	28-Mar-18	Costs and profitability
	29-Mar-18	<a href="#">Mahavir Jayanti</a>
	30-Mar-18	Costs and profitability
	31-Mar-18	Costs and profitability

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Week	Date	Topics
1	1-Apr-18	Sunday
	2-Apr-18	Types of sales expenses
	3-Apr-18	Management of sales expenses
	4-Apr-18	Management of sales expenses
	5-Apr-18	Evaluating sales- force performance
	6-Apr-18	Evaluating sales- force performance
	7-Apr-18	Evaluating sales- force performance
	8-Apr-18	Sunday
2	9-Apr-18	Ethical issues in sales management
	10-Apr-18	Ethical issues in sales management
	11-Apr-18	Revision
	12-Apr-18	Revision
	13-Apr-18	Test
	14-Apr-18	<a href="#">Dr Ambedkar Jayanti / Vaisakhi</a>
	15-Apr-18	Sunday
3	16-Apr-18	Revision of sales management
	17-Apr-18	Revision of sales management
	18-Apr-18	<a href="#">Parashurama Jayanti</a>
	19-Apr-18	Revision of sales planning
	20-Apr-18	Revision of sales organization
	21-Apr-18	Revision of sales organization
	22-Apr-18	Sunday
4	23-Apr-18	Revision of territory and quota management
	24-Apr-18	Revision of territory and quota management
	25-Apr-18	Revision of sales force
	26-Apr-18	Revision of sales force
	27-Apr-18	Revision of control process

	28-Apr-18	Revision of control process
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