

MASTER OF BUSINESS ADMINISTRATION

Lesson Plan & Work-done Diary for AY:2026-27 ODD Semester

Course with Code: SALES AND RETAIL MANAGEMENT MBAMM314				Faculty: Ms. Sneha M		Semester & Section: III Sem		
Class No.	Date planned (DD/MM/YY YY)	Topics to be covered	TLP Planned	Class No.	Date of Conduction (DD/MM)	Topics Covered	TLP Executed	Remarks if any deviation
MODULE-1								
1	18/09/2026	Meaning and Evolution of Sales Management						
2	21/09/2026	Importance and Emerging Trends in Sales Management						
3	22/09/2026	Sales Organizations – Structure and Elementary Study						
4	23/09/2026	Qualities and Responsibilities of a Sales Manager						
5	25/09/2026	Selling and Business Styles						
6	28/09/2026	Selling Skills and Selling Situations						
7	29/09/2026	Personal Selling: Meaning, Definition and Selling Process						
8	30/09/2026	Sales Presentation, Handling Customer Objections and Follow-up Action						



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MODULE-2

9	05/10/2026	Sales Territory: Meaning and Importance						
10	06/10/2026	Factors Affecting the Design and Size of Sales Territories						
11	07/10/2026	Steps in Designing Sales Territories						
12	09/10/2026	Sales Quota: Meaning and Procedure for Sales Quota Setting						
13	12/10/2026	Types of Sales Quotas						
14	13/10/2026	Methods of Setting Sales Quotas						
15	14/10/2026	Recruitment and Selection of Sales Force						
16	16/10/2026	Training of Sales Force to products.						

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MODULE-3								
17	19/10/2026	Nature and Importance of Motivation						
18	23/10/2026	Motivation Process and Motivational Theories						
19	27/10/2026	Factors Influencing Sales Force Motivation						
20	28/10/2026	Compensation: Meaning and Objectives						
21	30/10/2026	Types of Compensation Plans						
22	02/11/2026	Evaluation of Sales Force Performance						
23	03/11/2026	Performance Appraisal Process						
24	04/11/2026	Standard Sales Management Process.						
25	06/11/2026	International Sales Management: Market Selection, Market Survey Approaches and Strategies						

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MODULE-4								
26	09/11/2026	Introduction and Perspectives on Retailing						
27	11/11/2026	World of Retailing and Retail Management Concepts						
28	17/11/2026	Meaning, Characteristics and Emergence of Retail Organizations						
29	18/11/2026	Types of Retailers (Retail Formats)						
30	20/11/2026	Multichannel Retailing						
31	23/11/2026	Role of Retailing and Trends in Retailing						
32	24/11/2026	FDI in Retail Sector						
33	25/11/2026	Problems of Indian Retailing						
34	30/11/2026	Ethics in Retailing and Current Retail Scenario						

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MODULE-5								
35	01/12/2026	Setting up Retail Organization: Size and Space Allocation						
36	02/12/2026	Location Strategy and Factors Affecting Retail Location						
37	04/12/2026	Retail Location Research, Techniques and Store Design Objectives						
38	07/12/2026	Retail Market Strategy and Financial Strategy						
39	08/12/2026	HRM, Information Systems, Supply Chain Management and Logistics						
40	09/12/2026	Store Layout and Space Planning: Types of Layouts						
41	11/12/2026	Visual Merchandising: Role and Techniques						
42	14/12/2026	Cost Control, Inventory Loss Reduction, Exteriors and Interiors						
43	15/12/2026	Store Management: Responsibilities, Security, Parking, Records, Accounting, Coding System, Material Handling and Modern Retail Store Management						



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MODULE-6								
44	16/12/2026	Relationship Marketing in Retailing						
45	18/12/2026	Management and Evaluation of Relationships in Retailing						
46	21/12/2026	Retail Research: Importance and Trends						
47	22/12/2026	Areas of Retail Research and Customer Audits						
48	23/12/2026	Brand Management in Retailing						
49	01/01/2027	Internationalization and Evolution of International Retailing						
50	04/01/2027	Motives of International Retailing, International Retail Environment and Issues in International Retailing						

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	Activity	Planned	Actual	Remarks
1	Theory Classes	50		
2	Assignments/ Quizzes/ Self-study			
3	Tutorials/ Extra classes			
4	Internal Assessments			
5	ICT based Teaching (% of usage in Curriculum)			
Planning			Execution	
Faculty Signature:			Faculty Signature:	
HOD Signature:			HOD Signature:	