

ADVANCED INSTITUTE OF TECHNOLOGY & MANAGEMENT. PALWAL
Lesson Plan - ODD Semester

Discipline: MBA

Semester: 3rd Semester

Subject : SDM

Theory		Tentative Date
Lecture Day	Topic	Mon, 14 Jul 2025
	(Including Assignment Test)	Tue, 15 Jul 2025
1st	Objective of Sales Management	Wed, 16 Jul 2025
2nd	Personal Selling-Objectives	Thu, 17 Jul 2025
3rd	Personal Selling Process	Mon, 21 Jul 2025
4th	Sales Force Planning	Tue, 22 Jul 2025
1st	Theories of Selling	Wed, 23 Jul 2025
2nd	Sales Budget	Thu, 24 Jul 2025
3rd	Determining the size of sales force	Mon, 28 Jul 2025
4th	Staffing the sales force	Tue, 29 Jul 2025
1st	Assignment	Wed, 30 Jul 2025
2nd	Presentation	Thu, 31 Jul 2025
3rd	Presentation	Mon, 4 Aug 2025
4th	Motivation of sales force	Tue, 5 Aug 2025
1st	Sales Force Compensation	Wed, 6 Aug 2025
2nd	Management of sales territories and sales quotas	Thu, 7 Aug 2025
3rd	Sales Contests	Mon, 11 Aug 2025
4th	Evaluating and controlling the performance of salespeople	Tue, 12 Aug 2025
1st	Ethical Responsibilities of Sales Personnel	Wed, 13 Aug 2025
2nd	Assignment	Fri, 15 Aug 2025
3rd	Presentation	Mon, 18 Aug 2025
4th	Presentation	Tue, 19 Aug 2025
1st	Distribution Management and Marketing Mix	Wed, 20 Aug 2025
2nd	Marketing Channels	Thu, 21 Aug 2025
3rd	Channel Formats	Mon, 25 Aug 2025

4th	Prominent Channel Systems	Tue, 26 Aug 2025
1st	Retailing: Role and Types of Retailers	Wed, 27 Aug 2025
2nd	Retail Strategies	Thu, 28 Aug 2025
3rd	Retail Performance Measures	Mon, 1 Sep 2025
4th	Electronic Retailing	Tue, 2 Sep 2025
1st	Channel Migration	Wed, 3 Sep 2025
2nd	Wholesaling: Functions, Classification	Thu, 4 Sep 2025
3rd	Key Tasks & Strategic Issues in Wholesaling	Mon, 8 Sep 2025
4th	Major Wholesaling Decisions	Tue, 9 Sep 2025
1st	Managing Distributors	Wed, 10 Sep 2025
2nd	Assignment	Thu, 11 Sep 2025
3rd	Presentation	Mon, 15 Sep 2025
4th	Presentation	Tue, 16 Sep 2025
1st	Channel Management, Channel Power	Wed, 17 Sep 2025
2nd	Channel Conflict and Channel Policies	Thu, 18 Sep 2025
3rd	Channel Information System	Mon, 22 Sep 2025
4th	Channel Performance Evaluation	Tue, 23 Sep 2025
1st	Market Logistics and Supply Chain Management	Wed, 24 Sep 2025
2nd	International Sales and Distribution Management	Thu, 25 Sep 2025
3rd	Assignment	Mon, 29 Sep 2025
4th	Presentation	Tue, 30 Sep 2025
1st	Balance of Payment of India	Thu, 2 Oct 2025
2nd	Trade Deficit and Remedies	Tue, 7 Oct 2025
3rd	FDI in India	Mon, 13 Oct 2025
4th	Holiday – Gandhi Jayanti	Mon, 27 Oct 2025
1st	Holiday – 7 Oct 2025	Tue, 28 Oct 2025
2nd	Break – 13–23 Oct 2025	Wed, 5 Nov 2025
3rd	Review and Doubt Session for Unit IV	Mon, 10 Nov 2025
4th	Test for Unit IV	Tue, 18 Nov 2025
1st	Holiday – 5 Nov 2025	Wed, 19 Nov 2025

