

## SALESMANSHIP

Sem	Subject Code	Category	Lecture		Theory		Practical	Credits
			Hrs P/W	Hrs P/Sem	Hrs P/W	Hrs P/Sem		
IV	21NCO4A	Non Major Elective II	2 hrs per week	30	2 hrs per week	30	-	2

### COURSE OBJECTIVE:

- The main objective of this course is to develop conceptual understanding of the fundamentals of salesmanship and the qualities of a salesman.
- To enable the students to take up responsibilities and become easily employable with ease and confidence.

### COURSE OUTCOMES:

On the successful completion of the course, students will be able

CO Number	Co Statement	Knowledge Level
CO1	To understand the basic Principles and concepts associated with salesmanship	K1
CO2	To have knowledge about the duties, responsibilities and functions of salesman.	K2
CO3	To know the recruitment and management of Salesman	K3
CO4	To understand the monetary benefits and non monetary benefits of salesman	K4
CO5	To be empowered with salesman qualities and put them into practical use	K3

**Knowledge Level : K1- Remember; K2 – Understand; K3 – Apply; K4 - Analyze**

### MAPPING WITH PROGRAMME OUTCOMES:

Cos	PO1	PO2	PO3	PO4	PO5	PO5	PO6
CO1	S	M	L	M	S	M	M
CO2	S	S	S	S	M	S	S
CO3	S	M	S	M	M	M	M
CO4	M	S	M	S	M	S	M
CO5	M	S	S	S	S	S	S

S- Strong      M – Medium      L – Low

**UNIT-I SALESMANSHIP****6 Hours**

Definition – Features of Salesmanship- Objectives- Advantages of Salesmanship to Producers, Distributors- Consumer and Society – Is Salesmanship a Science or Art?

**UNIT-II SALESMAN****6 Hours**

Salesman – Classification-Functions- Duties- Responsibilities of Salesman.

**UNIT-III SALES FORCE MANAGEMENT****6 Hours**

Introduction – Recruitment and Selection Process- Training- Significance , Need and Objectives- Advantages- Methods of Training.

**UNIT-IV REMUNERATION TO SALESMAN****6 Hours**

Introduction – A good Remunerative Plan- Objectives- Incentives and Fringe Benefits.

**UNIT-V TRAINING****6 Hours**

On-the-job Training-Methods-Training Effectiveness and Efficiency -Emotional Satisfaction- Off- the –Job Training – Methods- Advantages and limitations.

**PRACTICAL:**

Internal Income Generation Programme and Practical Training in Reputed Business unit.

**STUDY MATERIAL:**

Materials will be provided by the department and most of the classes will be through Power Point Presentation and Video Clippings

**REFERENCE BOOKS:**

S.No.	Authors	Title of the Book	Publication	Year
1	Philip Kotler	Principles of Marketing	Tata MC Graw Hill Publication.	2007
2	Rajan Saxena	Marketing Management	Tata MC Graw Hill Publication.	2019
3	R.S.N. Pillai & Bagavathi	Marketing Management	Sultan chand publication , New Delhi	2009
4	Gupta CB-	Advertising and personal selling	S.Chand New Delhi.	2007
5	Saravanel Sumathi	Advertising and salesmanship	Margham Publication – Chennai.	2010
6	OG Mandino	The greatest salesman in the world	Jaico	2007
7	Bertrand R. Canfield	Salesmanship practices and problems	Read Books	2012
8	James Samuel Knox	Salesmanship and business Efficiency	Palala press	2013
9	Joel S. Goldsmith	Business and salesmanship	Martino Fine Books	2014
10	C.B. Gupta	Personal selling and salesmanship	Scholar Tech Press	2020

**TEACHING METHODOLOGY:**

- Class room teaching
- Discussions
- PPT Presentations
- Seminar
- Charts/ Models/ Demo
- Blended Learning

**SYLLABUS DESIGNER:**

- Dr.R.Padmaja, Associate Professor & HOD
- Dr.A.Sudarvizhi, Assistant Professor.