

**CBSE | DEPARTMENT OF SKILL EDUCATION**  
**CURRICULUM FOR SESSION 2020-2021**

**SALESMANSHIP (Subject Code - 831)**

**JOB ROLE: SALES EXECUTIVE**

**RATIONALIZED CURRICULUM FOR**

**CLASS-XII FOR SESSION 2020-21**

**Total Marks: 100 (Theory-60 + Practical -40)**

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
<b>Part A</b>	<b>Employability Skills</b>		
	Unit 1 : Communication Skills-IV	13	10
	Unit 2 : Self-Management Skills- IV	07	
	Unit 3 : ICT Skills- IV	13	
	Unit 4 : Entrepreneurial Skills- IV	10	
	Unit 5 : Green Skills- IV	07	
	<b>Total</b>	<b>50</b>	
<b>Part B</b>	<b>Subject Specific Skills</b>		
	Unit 1: Sales Organization	20	10
	Unit 2: Inside Selling/ Store Based Selling	35	15
	Unit 3: Field Selling	40	20
	Unit 4: Motivation & Compensation for Salesperson	35	15
	<b>Total</b>	<b>130</b>	<b>60</b>
<b>Part C</b>	<b>Practical</b>		
	Project	50	10
	Viva		05
	Practical File		15
	Demonstration of Skill Competency		10
	<b>Total</b>		<b>50</b>
<b>GRAND TOTAL</b>		<b>220</b>	<b>100</b>

**DETAILED CURRICULUM/TOPICS:****Part-A: EMPLOYABILITY SKILLS**

<b>S. No.</b>	<b>Units</b>	<b>Duration in Hours</b>
1.	Unit 1: Communication Skills-IV	13
2.	Unit 2: Self-management Skills-IV	07
3.	Unit 3: Information and Communication Technology Skills-IV	13
4.	Unit 4: Entrepreneurial Skills-IV	10
5.	Unit 5: Green Skills-IV	07
	<b>TOTAL DURATION</b>	<b>50</b>

**NOTE: For Detailed Curriculum/ Topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.**

**Part-B – SUBJECT SPECIFIC SKILLS**

<b>S. No.</b>	<b>Units</b>	<b>Duration in Hours</b>
1.	Unit 1: Product	25
2.	Unit 2: Price Decision	25
3.	Unit 3: Place Decision: Channels of Distribution	25
4.	Unit 4: Promotion	25
5.	Unit 5: Emerging Trends in Marketing	20
	<b>TOTAL DURATION</b>	<b>120</b>

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
<b>UNIT-1 Sales Organization</b>	Session 1: Sales Organization	<b>Theory Session:</b> 1) Introduction 2) Importance of Sales Organization 3) Functions and factors effecting sales structure 4) Types of Sales Organization
<b>UNIT-2 Inside/Store Based selling</b>	Session 1: Introduction to store base selling	<b>Theory Session:</b> 1) Introduction 2) Retailing in India 3) Retail Formats in India  Activity :- Take 2 stores each of all different formats visit them and identify their store layout, display and no. of sales.
	Session 2: Salesman as a Facilitator and career in store	<b>Theory Session:</b> 1) Functions of Facilitator 2) Sales career in Retail 3) Retail in-store product demonstrator Activity :- During visit to different stores. Identify the roles performed by the salesman. a.)Facilitator b.)Demonstrator c.)Administrator
<b>UNIT 3 - Field Selling</b>	Session 1: Sales Territories	<b>Theory Session:</b> 1) Introduction 2) Purpose of establishing Sales Territories 3) Procedures for setting up or revising sales territories
	Session-2 - Sales Quotas	<b>Theory Session:</b> 1) Introduction 2) Need of quotas 3) Factors to be considered while fixing sales quotas 4) Procedures for setting sales volume quotas 5) Type of quotas and quotas setting procedures Activity :- Prepare – PPT or report -  • You can become more profitable: Sales quotas facilitate data-driven decision making that, on average, can make your

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
		<p>company 5% more productive and 6% more profitable than your competitors.</p> <ul style="list-style-type: none"> <li>Motivate your employees: If the sales quotas you set for your sales reps are challenging yet attainable, then it will motivate them to perform at their best. Setting proper stretch goals can create a lot of momentum and energy in your organization.</li> </ul>
	Session-3 -Field Selling	<p><b>Theory Session:</b></p> <ol style="list-style-type: none"> <li>Introduction</li> <li>Activities in field selling</li> </ol>
<b>Unit 4- Motivation and Compensation for salesperson</b>	Session-1 Components of Motivation	<p><b>Theory Session:</b></p> <ol style="list-style-type: none"> <li>Introduction</li> <li>Dimensions of motivation</li> <li>Characteristics of motivated salesman</li> <li>Importance of motivation in salesmanship</li> </ol> <p><b>Activity :-</b> Identify motivated/unmotivated salespeople at different level in manufacturing and service industries and gather information regarding them.</p>
	Session-2 Compensation Rewards	<p><b>Theory Session:</b></p> <ol style="list-style-type: none"> <li>Introduction</li> <li>Financial Compensation Rewards</li> </ol> <p><b>Activity :-</b> Prepare a list of different types of compensation rewards offered salesmen engaged in sales of products/services in different industries</p>
	Session-3- Non-Compensation Rewards	<p><b>Theory Session:</b></p> <ol style="list-style-type: none"> <li>Introduction</li> <li>Type of Non-Compensation Rewards</li> </ol> <p><b>Activity :-</b> Identify different types of Non- Compensation Rewards offered by the manufacturing or service industries to their salesman under motivation plan. Note down their result in form of new orders of increased sales.</p>

**\*NOTE: To be assessed through practical only not in theory. Project work can also be given in the related topics.**