



**MANIPAL UNIVERSITY
JAIPUR**

MUJ/Q&C/021/F/1.01

Event Report Format



**MANIPAL UNIVERSITY
JAIPUR**

FACULTY OF MANAGEMENT

SCHOOL OF BUSINESS AND COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

Curriculum Based lecture

on

Importance of Team Efforts

Date of Event (05-12-2022)



1. Introduction of the Event
2. Objective of the Event
3. Beneficiaries of the Event
4. Details of the Guests
5. Brief Description of the event
6. Photographs
7. Brochure or creative of the event
8. Schedule of the Event
9. Attendance of the Event



1. Introduction of the Event

Alumnus Interaction was organized to equip the students with how important the team efforts in winning the situations.

2. Objective of the Event

- To make understand importance of team building.
- To share their experiences.

3. Beneficiaries of the Event

The event was beneficial for students' business administration stream, they require such capabilities to work upon.

4. Details of the Guests

Mr. Manish Khilery

Importance of Team Efforts-NINE STONE ALLIANCE PVT LTD(partner)

5. Brief Description of the event

The interactive session was for two hours on 5th December 2022 from 09:30 to 11:30 AM. The speaker is an entrepreneur having business in name of NINE STONE ALLIANCE PVT LTD. Expert took in depth discussion how important is the teamwork and team efforts could lead to beat the toughest competition. This informative session helped students to understand the importance and process for team building.



SEMESTER IV						
Course No.	Subject Code	Subject Title	L	T	P	C
3	BB3151	Sales Management	3	0	0	3

7. Lecture Plan

Lec. No.	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
I	Introduction and Course Hand-out briefing	To acquaint and clear teachers' expectations and understand student expectations	Lecture and Discussion	3151.1	NA
2-3	Nature, Scope and Importance of Sales Management	Understand nature, Scope and Importance of Sales Management	Lecture and Discussion	3151.1	Class Quiz End Term Mid Term I
4-5	Selling and business Styles, Selling skills	Understand different styles and selling skills	Lecture and Discussion	3151.1	Class Quiz End Term Mid Term I
16-7	Sales organization and its types	Understand the various forms of Sales organization	Lecture and Discussion	3151.1	Class Quiz



					End Term Mid Term I
8-11	Management of Sales Territories, Sales Quota	Discuss the management of Sales Territories and Quotas	Lecture and Discussion	3151.1	Class Quiz End Term Mid Term I
12-16	Recruiting and Selecting Sales Personnel; Developing and Conducting Sales Training Programmes	Understand the recruitment, selection, and development of Sales Personnel	Lecture and Discussion	3151.1	Class Quiz End Term Mid Term I
17-20	Supervision and Motivating Sales Personnel; Controlling the Sales force	Discuss the ways to motivate and control the sales force	Lecture and Discussion	3151.1	Class Quiz End Term Mid Term II
21-22	Case Study	Discuss the case study on Sales Management	Lecture and Discussion	3151.2	Class Quiz End Term



					Mid Term II
23-24	Standard sales management process-international sales management	Discuss the international sales management and its Challenges	Lecture and Discussion	3151.2	Class Quiz End Term Mid Term II
25-26	International market selection	Examine the various selection of market in international market	Lecture and Discussion		
27-28	New Trends in Sales Management	Mention the recent trends in Sales management	Lecture and Discussion	3151.2	Class Quiz End Term Mid Term II
29-31	Relationship Marketing	Analyse the concept of Relationship Marketing	Lecture and Discussion	3151.3	Class Quiz End Term Mid Term II
32-33	Sales Management Information System	Discuss the concept of Sales Management Information System	Lecture and Discussion	3151.3	Class Quiz End Term

34-36	Sales Management Information System	Discuss the concept of Sales Management Information System	Lecture and Discussion	3151.4	Class Quiz End Term
37	Activity	Activity or assignment related to Sales management	Activity	3151.4	Class Quiz End Term
38-39	Revision	Revision	Lecture and Discussion	3151.4	Class Quiz End Term

8. photographs of the event with captions



Figure 1 Alumni with students and faculty



Figure 2 Alumni responding to student's queries

9. Brochure or creative of the event



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Expert Session

(December 5, 2022, Time 09:30 -11:30 AM)

Topic: - Importance of team efforts in sales management

Mr. Manish Khilery

Coordinators:

Dr. Sunishtha Dhaka

Dr. Priyanka Sharma

Department of Business Administration

Organized By:

Department of Business Administration

Manipal University Jaipur

10. Attendance of the Event (insert in the document only)

Total attendee : 15

Sr. No	Name of Institution	Place of Institution	Name of Attendee	Name of Dept
1	Manipal University	Jaipur	Dr. Priyanka Sharma	BBA
2	Manipal University	Jaipur	Dr. Sunishtha Dhaka	BBA
3	Manipal University	Jaipur	Yash Tak	BBA



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4	Manipal University	Jaipur	Jai Verma	BBA
5	Manipal University	Jaipur	Shiv Alok Khanna	BBA
6	Manipal University	Jaipur	Ishita	BBA
7	Manipal University	Jaipur	Disha Sancheti	BBA
8	Manipal University	Jaipur	Aayush	BBA
9	Manipal University	Jaipur	Naman Garg	BBA
10	Manipal University	Jaipur	Akshat Mishra	BBA
11	Manipal University	Jaipur	Ayush Paliwal	BBA
12	Manipal University	Jaipur	Bhavya Chopra	BBA
13	Manipal University	Jaipur	Mansi	BBA
14	Manipal University	Jaipur	Honey padiyar	BBA
15	Manipal University	Jaipur	Dinesh Gehlot	BBA

B. Gehlot

Head
Department of Business Administration.
Manipal University Jaipur