



**DEPARTMENT OF COMMERCE**  
**MUHAMMED ABDURAHIMAN MEMORIAL**  
**ORPHANAGE (MAMO) COLLEGE**

[Govt. Aided First Grade College & Affiliated to University of Calicut.  
Re-Accredited by NAAC with A Grade]

**CURRICULUM FOR CERTIFICATE COURSE**  
**CERCM007: PERSONAL SELLING IN**  
**MARKETING**

**OFFERED DURING THE**  
**ACADEMIC YEAR 2020-21**  
**[APPROVED BY ACADEMIC COMMITTEE, MAMO COLLEGE]**



MANASSERY, MUKKAM POST,  
KOZHIKODE, KERALA, INDIA, 673 602.  
EMAIL: MAMOCOLLEGE@GMAIL.COM



OFFICE: 0495-2297319  
PRINCIPAL: 0495-2295121



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### CURRICULUM FOR CERTIFICATE COURSE - CERCM007

CONTENTS		
1	INSTITUTIONAL VISION, MISSION & OBJECTIVES	3
2.	VISION, MISSION, OBJECTIVES & CORE VALUES OF THE DEPARTMENT	4
3.	B.Com: PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)	5
4.	B.Com: PROGRAMME SPECIFIC OUTCOME (PSOs)	6
5.	B.Com: PROGRAMME OUTCOMES (POs)	8
6.	CERCM007: COURSE CURRICULUM	9
6.1.	COURSE LEVEL	10
6.2.	PREREQUISITE	10
6.3.	COURSE INTAKE & ADMISSION	10
6.4.	COURSE COORDINATOR	10
6.5.	COURSE PREAMBLE	10
6.6.	DURATION	10
6.7.	CURRICULUM FOCUS	11
6.8.	COURSE OBJECTIVES	11
6.9.	SKILL EXPECTED	11
6.10.	COURSE OUTCOMES	11
6.11.	MAPPING OF COs WITH PO AND PSOs	12
6.12.	MODULE-WISE COURSE CONTENTS	13
6.13.	DELIVERY MODE	14
6.14.	DELIVERY SCHEDULE	14
6.15.	DETAILED COURSE DELIVERY PLAN	14
6.16.	ASSESSMENT COMPONENTS	17
6.17.	COURSE EVALUATION & GRADING	17
6.18.	GRIEVANCE REDRESSAL	18
6.19.	ISSUANCE OF CERTIFICATES	18



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# INSTITUTIONAL VISION, MISSION & OBJECTIVES 01



VISION

**VISION:** Build Scientifically Oriented, Intellectually Accomplished, Morally Upright and Socially Committed youth who can play a constructive role in Nation Building.



MISSION

**MISSION:** Intellectual, social and economic empowerment of the youth in general and women, minorities, orphans and the destitute in particular by providing quality, value-based higher-education.



OBJECTIVES

**OBJECTIVES:** Pursuit of Excellence, Harnessing technology, Thrust on value-based education, Nurturing Excellence and Moulding the youth for Nation Building



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## VISION, MISSION, OBJECTIVES & CORE VALUES OF THE DEPARTMENT 02



VISION

**VISION:** Envisions providing excellent and valuing based education to the youth with a holistic concern for better life, to the environment, society and the nation in one piece.



MISSION

**MISSION:** To foster the success of the youth through innovative and learning opportunities resulting in all-round development with ability to excel in changing business world



**OBJECTIVES:** (a) Create more interest among the students in the commerce subject. (b) Enable every student to cope up with the latest developments in commerce and industry. (c) Create more interest among the students in the commerce subject. (d) Develop a creative and positive attitude to achieve the heights of growth and prosperity through employment and entrepreneurship and (e) Inculcate a sense of civic responsibility, social commitment, and moral accountability among the students through social activities.



VALUES

**CORE VALUES:** Innovation, initiation, dynamism, professionalism, service motto



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## B.Com: PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) 03

After 4 to 5 years of graduation, the career and professional accomplishments attained by the Commerce Graduates would reflect that the programme really prepared the graduates to deal with the real world, where they could apply and use the skills and knowledge they have learned to good use.

Specifically, the graduate would be:



**PEO1:** Capable of making a positive contribution to the accountancy in public practices, government and industries.



**PEO2:** Able to pursue research in their chosen field of marketing, finance and HR.



**PEO3:** Able to demonstrate team spirit, skills and values, continue to learn and adapt to change thought their professional carrier.



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# B.Com: PROGRAMME SPECIFIC OUTCOME (PSOs) 04

On successful completion of a Bachelor Degree in Commerce, the graduates would be able to:

-  **PSO1:** Understand the basics of computer application in business
-  **PSO2:** Know basic idea regarding E- commerce, E-Business, Digital marketing, etc.
-  **PSO3:** Acquire skills in office automation tools, computerized Accounting and ERP.
-  **PSO4:** The application of mathematical and statistical tools in commerce, economics and industry.



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## B.Com: PROGRAMME OUTCOMES (POs) 05

The students graduating from B.Com Programme should be able to:



**PO1:** Familiarize basic characteristics of commerce and industry and analyse the operation of different organizations in different dimensions.



**PO2:** Understand the economy as whole and evaluate the role played by various components like households, markets, financial institutions, companies, government etc.



**PO3:** Learn the market and its working mechanism and marketing process.



**PO4:** Demonstrate leadership qualities required to lead the diverse teams and small groups to achieve the common goals of the organization.



**PO5:** Apply the different tools and techniques for solving the problems in their work environment and field of study.



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**PO6:** Develop a general idea regarding career opportunities in job market and clear view of demanding skills to be acquired for the respective jobs.



**PO7:** Pursue higher education in the field of Commerce, Business and Finance with the clear understanding of basic concepts required.



**PO8:** Prove proficiency to qualify competitive professional examinations at national and international levels.



**PO9:** Develop business ideas and start ventures through the knowledge imparted during the programme.



**PO10:** Apply skills in using software like ERP, Accounting Software, Equity Trading Apps, etc.



**PO11:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the accounting practices.



**PO12:** Communicate effectively with the accounting professional community and with society at large. Be able to write effective reports documentations.



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## CERTIFICATE COURSE

# CERCM007: PERSONAL SELLING IN MARKETING **06**

## COURSE CURRICULUM

Course Name	Personal Selling in Marketing
Course Code	CERCM007
Year	2020 - 21
Course Designer	Ms. Nafisa Masooda
Course Duration	30 Hrs
Course Schedule	November to February
Maximum Students Intake	60 Students



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#### 1. COURSE LEVEL

Foundational, skill-oriented certificate programme.

#### 2. PREREQUISITE

None.

#### 3. COURSE INTAKE & ADMISSION

Maximum 60 students will be given admission to the course based on First-Come-First-Serve basis. All the students of the MAMO College are eligible for free enrolment for the course. The enrolment notification will be issued for the course well in advance of the commencement of the course.

#### 4. COURSE COORDINATOR

Ms. Nafisa Masooda, PG Department of Commerce

#### 5. COURSE PREAMBLE

This course focuses on the theoretical and practical techniques used in selling goods and services in a business –to-business (b-to-b) environment. Emphasis is given to developing practical skills in presenting goods and services to prospective buyers. Attention is devoted to the art of persuasion as a life-skill and to the need to develop professional relationships in business. The importance of the sales professional in the business community and the need for ethical behaviour is emphasized. The overriding sales philosophy is relationship focused and the customer approach is consultative.

#### 6. DURATION

Total Duration: 30 Hrs. [Contact Hrs. 8 Hrs. Course Woks: 15 and Assessment



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Works: 7]

## 7. CURRICULUM FOCUS

Enhance the employability of the learners through curriculum enrichment for additional skill development.

## 8. COURSE OBJECTIVES

Learners are expected to

- get an introduction to personal selling as a systematic process.
- get an insights into how people are motivated - both salespeople and prospective buyers
- get an introduction to the basic activities of sales management: evaluation, compensation, and forecasting, budgeting, time and territory management

## 9. SKILL EXPECTED

On the successful completion of the course, learners will be able to:

- Organizational skills
- Communication skills
- Interaction ability
- Time management
- Adaptability to the situation
- Analysing and problem solving skills

## 10. COURSE OUTCOMES

Upon the successful completion of the course, learners will be able to:



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CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO1	Developing a personal selling philosophy, developing relationship strategy, building an ethical foundation.	Understand
CO2	Perception and Attention, Buyer motivation, Non-verbal Communication	Apply
CO3	The selling process: Closing And Post-Sale Service, Closing Post-decision, Processing Post-sale Service	Analyze
CO4	Sales Forecasting, Budgeting Consumer Products	Create

### 11. MAPPING OF COs WITH PSO's AND POs

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	1	1	2	1	1	1	1	1	2	3	2	2	1	2	1	1
CO2	2	2	2	1	1	1	1	1	2	3	1	2	2	1	1	2
CO3	2	2	1	2	2	1	2	2	2	2	1	2	1	1	2	2
CO4	1	1	2	1	1	2	1	1	1	2	1	2	1	1	2	1
AVG	1.5	1.5	1.8	1.3	1.3	1.3	1.3	1.3	1.8	2.5	1.3	2.0	1.3	1.3	1.5	1.5



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## 12. MODULE-WISE COURSE CONTENTS

### MODULE 1: INTRODUCTION - BEING A PROFESSIONAL SALESPERSON

**MODULE DURATION:** 12 Hrs. [Contact Hrs. 3 Hrs. Course Woks: 7 and Assessment Works: 2]

**MODULE CONTENT:** Developing a Personal Selling Philosophy, Developing a Relationship, Strategy Building an Ethical Foundation, How to Add Value Becoming a Product, Expert Features and Benefits Product Positioning

**MODULE OUTCOME:** On successful completion of the module, learners can familiarize with the sales activities and product positioning. Sales and marketing provides a chance to students to show their management skills and help salesfirms in maximizing profit.

### MODULE 2: FINDING CUSTOMERS AND PRESENTING SUCCESSFULLY

**MODULE DURATION:** 10 Hrs. [Contact Hrs. 3 Hrs. Course Woks: 4 and Assessment Works: 3]

**MODULE CONTENT:** Understanding Buyer Behaviour, Planning Your Prospecting, Generating Prospects, Building a Prospect Database, Pre-Approach, Approach Consultative, Sales Presentations

**MODULE OUTCOME:** On successful completion of the module, learners will be able handle more features in selling process. Learner can able to understand buyer behaviour and planning product for marketing. Also learn about how to present a product to customers.

### MODULE 3: CLOSING SALES – MANAGING AND BEING MANAGED

**MODULE DURATION:** 8 Hrs. [Contact Hrs. 2 Hrs. Course Woks: 4 and Assessment Works: 2]

**MODULE CONTENT:** Identifying Buyer Concerns, Addressing Buyer Concerns, Closing the Sale, Building Future Sales, Managing and Being Managed, Managing Your Time, Managing Your Sales Territory, Managing Stress, Managing a Sales Force



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**MODULE OUTCOME:** On successful completion of the module learners will be able handle the selling big MNCs and are willing to work as a Sales and Marketing professional. And also gain Sales and Marketing skills such as analytical and logical skills, verbal skills and he/ she must be convincing as this will help him/ her in attracting potential buyers.

#### REFERENCES:

1. Krishna K. Havaldar and Vasant M Cavale, *Sales and Distribution Management*, Tata McGraw Hill.
2. Kujnish Vashisht, *A Practical Approach to Sales Management*, Atlantic publishers.
3. Joseph F Hair and *et al*, *Sales Management*, India Edition, Cengage Learning.

#### ADDITIONAL REFERENCES & STUDY MATERIALS:

4. Ingram and *et al*, *Sales Management, Analysis and Decision Making*, Cengage Learning.

### 13. DELIVERY MODE

The course employs multi-mode delivery mechanism including contact lecture, online videos, and Online and offline course works.

### 14. DELIVERY SCHEDULE

November to February.

### 15. DETAILED COURSE DELIVERY PLAN

Hour	Delivery Mode and Activity	Topics to be Covered
1	Contact Hour - 1: Classroom Discussion	Introducing the Course
2	Contact Hour - 2: Classroom Demonstration	Developing a Personal Selling Philosophy, Developing a Relationship



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Hour	Delivery Mode and Activity	Topics to be Covered
3	Contact Hour - 3: Classroom Demonstration	Strategy Building an Ethical Foundation, How to Add Value Becoming a Product
4	Course Work – 1: Course Assignment	Personal selling Tools- understanding sales tools
5	Course Work – 2: Course Assignment	Using Communication Principles to Build Relationships
6	Course Work – 3: Course Assignment	“Interview with a Salesperson” assignment: selection, questions, and tips
7	Course Work – 4: Course Assignment	Sales Presentation
8	Contact Hour - 4: Classroom Demonstration	Expert Features and Benefits Product Positioning
9	Contact Hour - 5: Classroom Demonstration	Understanding Buyer Behavior, Planning Your Prospecting, Generating Prospects, Building a Prospect
10	Assessment Hour - 1	Sales quizzes – Module 1
11	Assessment Hour -2	Project work – Meet a Salesman
12	Course Work – 5: Course Assignment	“Interview with A Salesperson” paper AND oral presentations
13	Course Work – 6: Course Assignment	Planning the Sales Call
14	Course Work – 7: Course Assignment	Adaptive Selling for Relationship Building
15	Course Work – 8: Course Assignment	Making the Sales Call
16	Course Work – 9: Course Assignment	“Interview with a Salesperson” assignment
17	Assessment Hour -3	Quiz examination



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Hour	Delivery Mode and Activity	Topics to be Covered
18	Assessment Hour -4	Know your customer – project work
19	Contact Hour - 6: Classroom Demonstration	Database, Pre-Approach, Approach Consultative, Sales Presentations
20	Contact Hour - 7: Classroom Demonstration	Identifying Buyer Concerns, Addressing Buyer Concerns, Closing the Sale, Building Future Sales,
21	Contact Hour - 8: Classroom Demonstration	Managing and Being Managed, Managing Your Time, Managing Your Sales Territory, Managing Stress, Managing a Sales Force.
22	Course Work – 10: Course Assignment	Assignment : managing sales territory
23	Course Work –11: Course Assignment	The Selling Role Play
24	Course Work – 12: Course Assignment	Building Long-Term Relationships – developing communication tools
25	Assessment Hour - 5	Online quiz
26	Course Work – 13: Course Assignment	Managing Your Time and Territory Determine order of team presentations
27	Course Work – 14: Course Assignment	Building Partnering Relationships
28	Course Work – 15: Course Assignment	Sales Plan For The Product/Service You Will Sell
29	Assessment Hour – 6	Course End Assessment
30	Assessment Hour – 7	Course End Assessment



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## 16. ASSESSMENT COMPONENTS

Total Marks: 100

**CLASSROOM AND GROUP PARTICIPATION: 20 Marks.** This component aims at testing the course content understanding and the reflection skills and their attainment levels.

**COURSE WORK: 30 Marks.** This component aims at testing the skill attainment levels of the learners in analysing and implementing the real-world problem.

**MID-COURSE ASSIGNMENT: 20 Marks.** This component aims at testing the module-wise attainment levels of the course objectives and course outcome and module outcomes.

**END-COURSE ASSESSMENT: 30 Marks.** This component aims at testing overall attainment levels of the course with respect to course objectives, course outcome and module outcomes.

## 17. COURSE EVALUATION & GRADING

The course evaluation is done/coordinated entirely by the course coordinator. The following 10-point Indirect Grading System is used for awarding grades to students:

Percentage of Mark	Letter Grade	Interpretation	Class
95 and above	O	Outstanding	First Class with Distinction
85 to below 95	A+	Excellent	First Class with Distinction
75 to below 85	A	Very good	First Class with Distinction
65 to below 75	B+	Good	First Class
55 to below 65	B	Satisfactory	First Class
45 to below 55	C	Average	Second Class



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Kozhikode, Kerala, India, 673 602.  
email: mamocollege@gmail.com



Office: 0495-2297319  
Principal: 0495-2295121

COORDINATOR  
ACADEMIC COMMITTEE  
MUHAMMED ABDURAHIMAN MEMORIAL  
ORPHANAGE COLLEGE  
P.O. MANASSERY, MUKKAM - 673602



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# MUHAMMED ABDURAHIMAN MEMORIAL ORPHANAGE (MAMO) COLLEGE

[Govt. Aided First Grade College & Affiliated to University of Calicut.  
Re-Accredited by NAAC with A Grade]

## DEPARTMENT OF COMMERCE

### CURRICULUM FOR CERTIFICATE COURSE - CERCM007

Percentage of Mark	Letter Grade	Interpretation	Class
35 to below 45	P	Pass	Third Class
Below 35	F	Failure	Fail
Incomplete	I	Incomplete	Fail
Absent	Ab	Absent	Fail

The grade is awarded by the course-coordinator by considering the overall performance of the learner in all the assessment component of the course.

## 18. GRIEVANCE REDRESSAL

The grievances, if any, can be submitted to the Head of the Department for its redressal. Those grievances that cannot be redressed by HoD can be forwarded to Academic Council of the College for final decision on the matter.

## 19. ISSUANCE OF CERTIFICATES

The Course Completion Certificate will be issued to all the successful candidates showing the Total Marks and Grade Obtained.



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