

# **CBSE | DEPARTMENT OF SKILL EDUCATION**

## **CURRICULUM FOR SESSION 2020-2021**

### **SALESMANSHIP (Subject Code - 831)**

**JOB ROLE: SALES EXECUTIVE**

**CLASS – XI & XII**

#### **COURSE OVERVIEW:**

The course is designed to facilitate learning the essentials of salesmanship. Design of the course shall aid in developing skills required in planning and executing sales process. Personal selling process along with fundamentals of sales management shall direct the learning process and will ensure efficient and effective understanding and performance in all spheres of selling.

#### **OBJECTIVES OF THE COURSE:**

In this course, the students will be introduced to the fundamental concepts of Salesmanship and the career opportunities available in this field. This course provides an insight to the students regarding various issues associated with sales like creation and growth of demand, guiding buyers and building up goodwill and reputation of sellers with the help of essential concepts of salesmanship. Class participation would be fundamental for the development of transferrable skills.

Followings are the main objectives of this course.

- To familiarize the students regarding various dimensions of salesmanship and career opportunities available in these fields.
- To develop practical understanding among the students associated with salesmanship through classroom discussion/ participation and projects.
- To develop transferrable skills among the students for managing sales operation efficiently so that they could be ready to join the sales functions in any organization.
- To provide knowledge to students in concise and understandable format so that students could learn and apply these concepts in their career for the growth.
- To provide brief insight about personal selling and its stages, meaning and importance of knowledge of industry and company product and customers and other key dimensions of sales management like sales organization, motivation and compensation.

### **SALIENT FEATURES:**

- Salesmanship is originally an important leg of promotion in marketing.
- Salesmanship has existed for ages and is time format of selling.
- Salesmanship provides an opportunity to the seller to become brand ambassador of the product.
- It involves face to face direct interaction with the buyers and ensures a human connect.
- It ensures identification of prospective buyers, facilitates buying process and ensures repeat buying by maintaining good relations.
- Salesmanship bridges the knowledge gap between the sellers and buyers and makes information available to the buyers and enhances their understanding about the products and market.

### **LIST OF EQUIPMENT AND MATERIALS:**

The list given below is suggestive and an exhaustive list should be prepared by the vocational teacher. Only basic tools, equipment and accessories should be procured by the Institution so that the routine tasks can be performed by the students regularly for practice and acquiring adequate practical experience.

1. Computer
2. LCD Projector
3. Projection Screen
4. White/Black Boards
5. Chart paper and Sketch pens

### **CAREER OPPORTUNITIES:**

Sales as a functional domain offers immense career opportunities to all age group of people irrespective of qualification, gender, race and religion. Following career opportunities are available in this field. Students can make their career in any field based on their interest and suitability in

- Missionary selling
- Technical selling
- Creative selling
- Trade selling
- Consultative selling
- Developmental selling

### **VERTICAL MOBILITY:**

At BBA/B.Com level, students may start their career as a business executive and they can reach at managerial level over the period of time. For the career progression, following career options are available in sales field.

- Sales executives
- Business developmental executives
- Sales engineer
- Medical representative
- Sales agents
- Manufacturer representative

### **CURRICULUM:**

This course is a planned sequence of instructions consisting of Units meant for developing employability and Skills competencies of students of Class XI and XII opting for Skills subject along with other subjects.

**CLASS –XI (SESSION 2020-2021)**

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

**SALESMANSHIP (Subject Code - 831)****Class XI (Session 2020-21)**

|               | UNITS  | NO. OF HOURS<br>for Theory and<br>Practical | MAX. MARKS<br>for Theory and<br>Practical |
|---------------|--|---|---|
| <b>Part A</b> | <b>Employability Skills</b>                                |   |   |
|               | Unit 1 : Communication Skills-III                          | 13  | 10  |
|               | Unit 2 : Self-Management Skills-III                        | 07  |   |
|               | Unit 3 : ICT Skills-III                                    | 13  |   |
|               | Unit 4 : Entrepreneurial Skills-III                        | 10  |   |
|               | Unit 5 : Green Skills-III                                  | 07  |   |
|               | <b>Total</b>   | <b>50</b>                                   | <b>10</b>                                 |
| <b>Part B</b> | <b>Subject Specific Skills</b>                             |   |   |
|               | Unit 1: Introduction to Marketing                          | 20  | 10  |
|               | Unit 2: Marketing Environment                              | 20  | 10  |
|               | Unit 3: Marketing Segmentation, Targeting<br>& Positioning | 30  | 10  |
|               | Unit 4: Fundamentals of Marketing Mix                      | 20  | 10  |
|               | Unit 5: Consumer Behavior                                  | 30  | 10  |
|               | <b>Total</b>   | <b>120</b>                                  | <b>50</b>                                 |
| <b>Part C</b> | <b>Practical</b>   |   |   |
|               | Project  | 50  | 10  |
|               | Viva   |   | 10  |
|               | Practical File   |   | 10  |
|               | Demonstration of Skill Competency                          |   | 10  |
|               | <b>Total</b>   | <b>50</b>                                   | <b>40</b>                                 |
|               | <b>GRAND TOTAL</b>   | <b>220</b>                                  | <b>100</b>                                |

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

## **DETAILED CURRICULUM FOR CLASS XI**

### **PART A: EMPLOYABILITY SKILLS**

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

### **PART B: SUBJECT SPECIFIC SKILLS:**

| <b>UNIT</b>  | <b>SESSION</b>   |
|--|--|
| <b>UNIT 1:<br/>INTRODUCTION TO<br/>MARKETING</b>                               | <ul style="list-style-type: none"><li>• Meaning, Nature, Objectives, Scope &amp; Importance of Marketing.</li><li>• Difference between Marketing &amp; Selling.</li><li>• Marketing Philosophies.</li></ul>  |
| <b>UNIT 2: MARKETING<br/>ENVIRONMENT</b>                                       | <ul style="list-style-type: none"><li>• Meaning and Importance.</li><li>• Macro Environment Factors.</li><li>• Micro Environment Factors</li></ul>   |
| <b>UNIT 3: MARKETING<br/>SEGMENTATION,<br/>TARGETING &amp;<br/>POSITIONING</b> | <ul style="list-style-type: none"><li>• Meaning &amp; Importance of Segmentation.</li><li>• Bases of Market Segmentation.</li><li>• Meaning and Need for Targeting.</li><li>• Types of Targeting.</li><li>• Meaning &amp; Need for Positioning.</li><li>• Positioning Strategies</li></ul> |
| <b>UNIT 4:<br/>FUNDAMENTALS OF<br/>MARKETING MIX</b>                           | <ul style="list-style-type: none"><li>• Meaning and Importance of Marketing Mix.</li><li>• Marketing Mix Components — Service Sector &amp; Consumer Goods</li></ul>  |
| <b>UNIT 5: CONSUMER<br/>BEHAVIOUR</b>  | <ul style="list-style-type: none"><li>• Meaning and Importance of Consumer Behaviour.</li><li>• Factors Affecting Consumer Buying Behaviour.</li><li>• Roles of Buying Behaviour.</li><li>• Stages of Buying Behaviour.</li></ul>  |

## **PRACTICAL GUIDELINES FOR CLASS XI**

### **Assessment of performance:**

In class XI – Two examiners (internal examiner) assigned for the conduct and assessment of Practical Examinations each in Senior Secondary School Curriculum Question for the viva examinations should be conducted by the internal examiners. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

### **Procedure for Assessment of practical project work: (Total 40 marks):**

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads: -

- Skill demonstration – (Practical in class) = 10 MARKS
- Viva = 10 MARKS
- Project work/ Power point Presentation = 20 MARKS

### **Classroom Activities:**

Activity 1: Students in a group of 4-5 should enact a role play of 5 minutes for a recent purchase made by them at a store (for jewelry, grocery, books, mobile).

Activity 2: Students should demonstrate selling any product of choice to the class. This is an individual activity.

### **Viva:**

The teacher conducting the final practical examination may ask verbal questions related to the curriculum. Viva voce allows student to demonstrate communication skills and content knowledge. Audio or video recording can be done at the time of viva voce. Viva voce should also be conducted to obtain feedback on the student's experiences and learning during the project work/field visits

### **Field Visits:**

In field visits, students will go outside the classroom to gather specific information/ skills from experts/ teachers and/or to observe the health care facilities/take part in community activities

### **Demonstration of Skill Competency:**

Students in a group of 4-5 demonstrate motivating a low performing and de-motivated salesman with the help of presentation

### **Project Work:**

Students should make a project file. The marks can be allocated based on the quality of work done by the students as per the Curriculum.

Individual / Group project to assess the practical skills on a certain time period or timeline. Project work should be given on the basis of the capability of the individual to perform the tasks or activities involved in the project. Projects should be discussed in the class and the teacher should periodically monitor the progress of the project and provide feedback for improvement and innovation. Field visits should be organized as part of the project work. Small-group discussions may be organized to prepare presentations or reports of the observations. Project work should be assessed on the basis of practical file or student portfolio.

**CLASS – XII (SESSION 2020-2021)**

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

**SALESMANSHIP (Subject Code - 831)****Class XII (Session 2020-21)**

|               | UNITS   | NO. OF HOURS<br>for Theory and<br>Practical | MAX. MARKS<br>for Theory and<br>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>10</b>                                 |
| <b>Part B</b> | <b>Subject Specific Skills</b>                      |   |   |
|               | Unit 1: Product                                     | 25  | 10  |
|               | Unit 2: Price Decision                              | 25  | 10  |
|               | Unit 3: Place Decision: Channels of<br>Distribution | 25  | 10  |
|               | Unit 4: Promotion                                   | 25  | 10  |
|               | Unit 5: Emerging Trends in Marketing                | 20  | 10  |
|               | <b>Total</b>  | <b>120</b>                                  | <b>50</b>                                 |
| <b>Part C</b> | <b>Practical</b>                                    |   |   |
|               | Project   | 50  | 10  |
|               | Viva  |   | 10  |
|               | Practical File                                      |   | 10  |
|               | Demonstration of Skill Competency                   |   | 10  |
|               | <b>Total</b>  | <b>50</b>                                   | <b>40</b>                                 |
|               | <b>GRAND TOTAL</b>                                  | <b>220</b>                                  | <b>100</b>                                |

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

## **DETAILED CURRICULUM FOR CLASS XII**

### **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>                |

### **PART B: SUBJECT SPECIFIC SKILLS:**

| <b>UNIT</b>   | <b>SESSION/ TOPICS</b>   |
|---|--|
| <b>UNIT 1: PRODUCT</b>                                  | <ul style="list-style-type: none"><li>• Meaning &amp; Importance of Product.</li><li>• Classification of Product.</li><li>• Product Life Cycle – Concept &amp; Stages.</li><li>• Role of Packaging &amp; Labeling.</li></ul>     |
| <b>UNIT 2: PRICE DECISION</b>                           | <ul style="list-style-type: none"><li>• Meaning and Importance of Price.</li><li>• Factors Affecting Pricing.</li><li>• Types of Pricing.</li></ul>  |
| <b>UNIT 3: PLACE DECISION: CHANNELS OF DISTRIBUTION</b> | <ul style="list-style-type: none"><li>• Meaning &amp; Importance of Place.</li><li>• Types of Distribution.</li><li>• Factors affecting the choice of Channels of Distribution.</li><li>• Functions of intermediaries.</li></ul> |
| <b>UNIT 4: PROMOTION</b>                                | <ul style="list-style-type: none"><li>• Meaning &amp; Need of Promotion.</li><li>• Elements of Promotion Mix.</li><li>• Factors affecting the selection of Promotion.</li></ul>  |
| <b>UNIT 5: EMERGING TRENDS IN MARKETING</b>             | <ul style="list-style-type: none"><li>• Service Marketing.</li><li>• Online Marketing.</li><li>• Social Media Marketing.</li></ul>   |



## **PRACTICAL GUIDELINES FOR CLASS XII**

### **Assessment of performance:**

In class XII – Two examiners (internal examiner and external examiner) assigned for the conduct and assessment of Practical Examinations each in Senior Secondary School Curriculum Question for the viva examinations should be conducted by both the examiners. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

### **Procedure for Assessment of practical project work: (Total 40 marks):**

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads: -

- Skill demonstration – (Practical in class) = 10 marks
- Viva = 10 marks
- Project work/ Power point Presentation = 20 marks

### **Classroom Activities:**

Activity 1: Students in a group of 4-5 shall interview a salesman and present the report in class. This activity shall need two sessions. In one session briefing can be done and in other presentations from selected groups can be made.

Activity 2: Students in a group of 4-5 shall identify ways to identify prospective customers for a daily newspaper and present.

### **Viva:**

The teacher conducting the final practical examination may ask verbal questions related to the curriculum. **Viva voce** allows student to demonstrate communication skills and content knowledge. Audio or video recording can be done at the time of viva voce. Viva voce should also be conducted to obtain feedback on the student's experiences and learning during the project work/field visits.

### **Field Visits:**

In field visits, students will go outside the classroom to gather specific information/ skills from experts/ teachers and/or to observe the health care facilities/take part in community activities.

### **Demonstration of Skill Competency:**

Students in a group of 4 present demonstration of a product (eg. water purifier/laptop/mobile) to the class.

### **Project Work:**

Students should make a project file. The marks can be allocated based on the quality of work done by the students as per the Curriculum.

Individual / Group project to assess the practical skills on a certain time period or timeline. Project work should be given on the basis of the capability of the individual to perform the tasks or activities involved in the project. Projects should be discussed in the class and the teacher should periodically monitor the progress of the project and provide feedback for improvement and innovation. Field visits should be organized as part of the project work. Small-group discussions may be organized to prepare presentations or reports of the observations. Project work should be assessed on the basis of practical file or student portfolio.