



# CSM

### Pedagogy:

- Theory & Practical Inputs
- Case study approach.
- Assignments, E-Learning, & Business Simulation

**Programme Schedule:** TBD

### Program Fees (in INR):

Application Fee	2,300/-*
Program Fee	32,000/-
Courseware/Study material Fee	1,500/-

\*inclusive of S.Tax

**Note:** Taxes will be additional as applicable. Current prevailing Service Tax rate of 14.5% has been taken. Any variation in the service tax rate of 14.5% shall be to student account.

### Installment Schedule:

	I	II
<b>Amount (INR)</b>	17,500/- + S.Tax	16,000/- + S.Tax



**INDIAN INSTITUTE OF MANAGEMENT ROHTAK**  
 M.D. University Campus (70 Kms from Delhi Airport),  
 Rohtak - 124001  
 Haryana, India  
 Tel: 01262-228528



**BestEduOnline.in**

A1, Padmawati Colony B, Pandit T.N. Mishra Marg,  
 Near Ryan International School, Nirman Nagar,  
 JAIPUR - 302019 (RAJ) INDIA

Phone: +91-141-2392748  
 Contact: +91 8233970000, 9829016449

Email ID: info@besteduonline.in Web: www.besteduonline.in



**INDIAN INSTITUTE OF MANAGEMENT ROHTAK**

# Certificate Program In Consumer Sales Management



**HUGHES.**  
 GLOBAL EDUCATION

## About IIM-R

IIM Rohtak started functioning on 30 June 2010. It was formally inaugurated on the same day by Mr. Ravi Kant, Vice Chairman of Tata Motors Ltd., in the presence of eminent faculty of IIM Lucknow and board members. Mr. Ravi Kant is the first Chairperson of the Board of Governors of IIM Rohtak. Its founding Director Prof. P Rameshan leveraged his long IIM experience at two older IIMs to firmly establish IIM Rohtak within a short span of time. The initial batch strength was pegged at 48 students to keep a high student teacher ratio. From the academic session 2011-2012, the intake has been increased to 120-130 students.

IIM Rohtak's 80 hectares (200 acres) campus is being constructed at Sunaria near Rohtak city. A budget of about Rs.3.3 billion has been allocated by the Central Government of India to develop the campus. The foundation stone for the new campus was laid on 1 October 2010.

IIM Rohtak is temporarily functioning from Maharishi Dayanand University (MDU), Rohtak. The classrooms are located in a large independent block. The block is supported by library and IT facilities. According to the MOU signed between IIM Rohtak and MDU, the students and staff of IIM Rohtak will have access to almost all the infrastructure of the university, which is state of the art.

The primary mission of IIM Rohtak is to develop (corporate and non-corporate) leader managers with a sense of excellence, strong social commitment and a passion for value system. Yet, the broader institutional mission of IIM Rohtak is to create knowledge through research and to disseminate knowledge through quality publications, management education involving classroom delivery and through problem-solving support to industry.



## About Hughes



Hughes Global Education, is a premier interactive onsite learning through satellite based education and training service initiative by Hughes, for corporate and working professionals/ Students. It has live, interactive, real-time, two way video, voice and data classes, and spread across 140+ classrooms in 70+ cities. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). First of its kind in the country, started in 2001, this platform seamlessly integrates the strengths of the traditional method of education – classroom teaching – with the latest in technology.

## Key Benefits

- Added advantage of theoretical and practical aspects from renowned faculty
- Work while you study. Attending classes at a time and place convenient to the aspirants (Hughes network spread across 70+ cities, 140+ centres)
- Benefits of Traditional Brick & Mortar Model (through Hughes, pioneers of 'Class Apart' learning methodology)

## Introduction

Qualified and competent sales professionals are always in demand. Organizations of any nature require a trained salesforce and invest heavily in sales training. In ever changing business dynamics, sales as a function also requires much more than basic understanding of sales concepts. A competent sales professional now needs to be well versed in business fundamentals to be more efficient and to be ready to take more challenging responsibilities.

Certificate Program in Direct Sales Management is designed keeping such requirements in mind. It is a unique program offering specialized sales specific curriculum suitable for B2B sales and Channel sales professionals. The program offers:

- Condensed curriculum focusing on sales
- Case studies from real life scenarios
- Management fundamentals enabling participants to be more versatile sales professionals
- Opportunity to learn from renowned faculty

### Programme Objectives:

- Premium certification from one of the leading B-Schools in India
- Teaching through real life scenarios and case studies
- Prepare participants for increasingly demanding customer service landscape

### Programme Duration: 6 Months

### Eligibility:

- Graduates (10+2+3) / Post Graduates in any discipline with min. 50% marks [aggregate - considering results of all years (e.g. 3 or 4 together)] recognized by UGC/AICTE.
- Maximum 5 years of work experience

### Course Contents:

- Management Fundamentals
- Communicating with customers
- Dynamics of Customer Relationship
- Sales planning and processes
- Consumer Behaviour
- B2B sales and marketing
- Service marketing
- Interpersonal communication
- Sales and distribution
- Costing- Price, margins
- Market Segmentation

### Selection Criteria:

- Retail Applications + credentials and Corporate Nominations
- Selection will be Moderate

