

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF MBA

Value added courses for 2025-26 semester- I

Sales Force Management

Course Aim:

This course covers a full range of issues facing sales leaders today: recruiting, training, compensating and retaining talent; managing the sales force structure in a changing environment; creating new and innovative go-to-market approaches; engaging customers across multiple channels; utilizing analytics in making sales decisions and leading change.

Course Objectives:

- To know application customization for system administration of sales data
- To learn the preparation of high-value reports for business entities
- To understand the configuring workflow automation procedures of the organization
- To explore the working on the security of the Salesforce environment

Course Outcome:

By the end of this mini course, students will be able to:

- To know application customization for system administration of sales data
- To learn the preparation of high-value reports for business entities
- To understand the configuring workflow automation procedures of the organization
- To explore the working on the security of the Sales force environment

Course Content:

- Sales Force Selection and Recruitment
- Sales force Motivation and Evaluation
- Overview of the job design and recruitment processes
- Understanding job analysis, a job description and a job qualifications statement
- The Role of Training in Sales Force Development
- Key decisions involved in sales training as well as the emerging trends in sales training
- Motivating the Sales Force
- Five different theories of motivation and show how these work in sales situations
- Use of rewards and incentives as part of a motivation program
- Discussion on various sources for recruiting sales people

Value added courses for 2025-26

Semester- III

Stress and Anger Management

Course Aim:

Aim to look at situations from the perspective of other people. Teaching people to empathize with others involves helping them learn to stop and look at situations as if they were standing in another person's shoes.

Course Objectives:

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- To manage anger when confronted with emotional situations.
 - To improve communication in challenging conversations by remaining calm.
 - To ensure workplace relationships are positive and constructive.
 - To remove negativity and focus on positive outcomes.
 - To use relaxation techniques to reduce stress.

Course Outcome:

By the end of this mini course, students will be able to:

- To manage anger when confronted with emotional situations.
- To improve communication in challenging conversations by remaining calm.
- To ensure workplace relationships are positive and constructive.
- To remove negativity and focus on positive outcomes.
- To use relaxation techniques to reduce stress.

Course Content:

Module 1: Understanding Anger

- The Cycle of Anger
- Understanding Fight or Flight
- Common Myths about Anger

Module 2: Do's and Don'ts

- Unhelpful Ways of Dealing with Anger
- Helpful Ways of Dealing with Anger

Module 3: Gaining Control

- A Word of Warning
- Using Coping Thoughts
- Using Relaxation Techniques
- Blowing Off Some Steam

Module 4: Separate the People from the Problem

- Objective vs. Subjective Language
- Identifying the Problem
- Using "I" Messages

Module 5: Altering the situation

- The First A
- Identifying Appropriate Situations
- Creating Effective Actions

Module 6: Avoiding the situation

- The Second A
- Identifying Appropriate Situations
- Creating Effective Actions

Module 7: Accepting the situation

- The Third A
- Identifying Appropriate Situations
- Creating Effective Actions

Module 8: Environmental relaxation techniques

- Finding a Sanctuary
- Using Music
- Seeing the Humour

Module 9: Physical relaxation techniques

- Soothing Stretches
- Deep Breathing
- Tensing and Relaxing
- Creating a Stress Log

