

## Innovative Teaching Methods: Case Study

<b>Faculty Name: Dr. Neha Patel</b>	
Subject Name	Sales and Distribution Management
Semester	3
Name of Innovative Teaching Method	Case Study
Description	<ul style="list-style-type: none"><li>• The class is divided into small groups of 4-5 students. Each group is assigned a real-life case study relevant to sales and distribution. The cases focus on different aspects like channel management, sales force strategies, or logistics challenges.</li><li>• Groups are required to analyze the case, identify the key issues, and present possible solutions using the theories and models learned in class.</li><li>• The unique element here is that the students not only discuss the case in class but also participate in a <b>"live simulation"</b> where they assume roles as company executives or distributors, presenting their solutions as if in a business meeting. This enhances the learning experience by blending theoretical knowledge with practical, real-world decision-making.</li></ul>
Objectives	<ul style="list-style-type: none"><li>• To foster analytical thinking and enhance problem-solving skills by engaging students in real-world sales and distribution challenges.</li><li>• To improve students' ability to work in teams and develop effective communication and presentation skills.</li><li>• To create a collaborative learning atmosphere where students can apply theoretical concepts to practical situations.</li></ul>
Topics Taught Through Innovative Methods	<ul style="list-style-type: none"><li>• Channel Design and Management</li><li>• Sales Forecasting and Planning</li><li>• Retailing and Wholesaling Distribution Models</li></ul>

CO	CO3, CO4
Prepared by	Dr. Neha Patel

### Innovative Teaching Methods: Role Play

<b>Faculty Name: Dr. Neha Patel</b>	
Subject Name	Sales and Distribution Management
Semester	3
Name of Innovative Teaching Method	Role Play
Description – Role Play	The class is divided into a group with 5-6 members in each group. They are assigned topics or cases and are given a tentative date for the role playing and case discussions. They are expected to coordinate with their team members and be well-prepared in advance. On the given date they are expected to enact the role-play in the classroom using models taught in the class or provide a solution for a problem
Objectives	Enhancing a dynamic and collaborative learning environment to sharpen problem-solving and analytical abilities. Promote student engagement and teamwork while cultivating interpersonal and communication skills essential for success in sales and distribution.
Topics Taught Through Innovative Methods	<ul style="list-style-type: none"> <li>• Personal Selling</li> <li>• Recruitment, Selection and Training</li> <li>• Distribution</li> </ul>

CO	CO1, CO2
Material Used	
Prepared by	Dr. Neha Patel

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