

Annexure I

PROGRAM: MMS

Semester	:	I	Elective	
Title of the Subject / course	:	Negotiation & Selling Skills		
Course Code	:	For Office use		
Credits	:	4	Duration in Hrs	: 40

Learning Objectives

1	The module will sensitize the students to the concepts and importance of Negotiations & Selling for all functions of Management.
2	The module is designed to introduce the students to the basic elements of the selling.
3	The module will give the students a broad understanding regarding different models used for effective selling and negotiations.
4	It also creates awareness among the students about the basic qualities, traits and skills that they need to imbibe to be an effective management professional.

Prerequisites if any	
Connections with Subjects in the current or Future courses	

Module

Sr. No.	Content	Activity	Learning outcomes
1	Meaning, Definition & Importance of Negotiation in Management, Types of Negotiation		
2	Understanding Negotiation Framework including Legal Aspects, Negotiation Process, Skills of a Negotiator		
3	Negotiation Models (BATNA, Dyad, ZOPA, 9 Grid) & Strategies, Understanding Barriers to Agreement		
4	Introduction to Marketing & Selling Concepts & Traits of a Successful Salesperson	Role Play on Negotiation	
5	Understanding Successful Selling Process & Models (7 Steps Model)		
6	Customer Focussed Selling, Art of Persuasion		

7	Selling to Various Stakeholders such as Dealers, Suppliers, Vendors, Channel Partners, Superiors, Subordinates, Team- Mates & Peers		
8	Selling to Customers – B2C, B2B, C2C, Products, Services, Intangibles & Projects		
9	Strategic Sellingfor Start-ups		
10	Body Languagefor Negotiation & Selling	Role Plays on Selling	
11	Case Studies and Presentations		

Reference books

1	Organizational Behavior by Fred Luthans (9th edition)
2	Managing Conflict & Negotiation by B. D. Singh – Excel Books
3	Getting to Yes by Roger Fisher & William Ury –Random House
4	Negotiation Handbook by P. J. Cleary – Printice Hall of India
5	ABC’s of Selling Skills by Charles M. Futrell–McGraw Hill
6	Sales Management : Analysis and Decision Making by Thomas Ingram & Raymond W. Lafarge – Published by DRYDEN
7	How to Handle Conflict & Confrontation by Peg Pickering – Natl Press Publications

Text books

1	The Essentials of Negotiation – Harvard Business School Press
2	Negotiations Selling by Sameer Kulkarni – Excel Books
3	Negotiation & Selling by R. K. Srivastava – Excel Books

Assessment

a)	Internal	40%	40 Marks continuous assessment
b)	Semester End Examination	60%	60 Marks theory paper of 3 hours duration

a) Internal Assessment Format

1. Attendance & Class Participation (10 Marks)
2. Internal Test (20 Marks)
3. Group Presentation/ Exercise/ Case Studies/ Role Play, etc. (10 Marks)

b) Semester End Examination: 60 Marks Theory Paper of 3 Hours Duration

- Q. 1 – Case/Case-let Study (500-800 words) – (20 Marks) Compulsory Question
- Attempt any four out of remaining six question, i.e. from Q. 2 to Q. 7 (10 Marks each)
- Q. 7 will be Short Notes – Attempt any two out of four