



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2019-2020)

Programme: MMS Semester: II Period: Aug '19 – Nov '19
Course Code: MMS-1-G-C03
Name of the subject: Negotiation and Selling Skills
Maximum marks: 100 (60+40) No. of Sessions: 13/14 (3 hrs each)

Name of the Faculty: HARSHALL GANDHI
Mobile No: 7715886963 Email: hgandhi@vpmthane.org

Program Outcomes (PO)	Course Outcomes (CO)
1. Nurture leadership skills, team-membership skills and mutual trust. 2. Demonstrate decision making ability. 3. Ability to develop culture of technology usage. 4. Inculcate social sensitivity among students. 5. Integrate and apply business knowledge and management techniques for problem solving/analytical skills.	1. Examine different elements of selling and negotiations 2. Apply different models used for effective selling and negotiations. 3. Create different approaches required for selling to different stakeholders

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 LaFarge – Segment Book Distributor (To be confirmed by Prof. Amit Shrivastava)
- 7 How to Handle Conflict & Confrontation by Peg Pickering – Natl Seminars Publications (To be confirmed by Prof. KiranYadav)
8. Negotiation & Selling by R. K. Srivastava – Excel Books

A. Plan:

Session No.	Pl. Date	Topic	Ref. Study Material	Course Outcomes
1	27/07/19	Meaning, Definition & Importance of Negotiation in Management, Types of Negotiation	Negotiation & Selling by R. K. Srivastava – Excel Books	Developing basic understanding of students related to Negotiation
2	03/08/19	Understanding Negotiation Framework including Legal Aspects, Negotiation Process, Skills of a Negotiator	Negotiation & Selling by R. K. Srivastava – Excel Books	Providing deeper insight related to Negotiation framework
3	10/08/19	Negotiation Models (BATNA, Dyad, ZOPA, 9 Grid) & Strategies, Understanding Barriers to Agreement	Negotiation & Selling by R. K. Srivastava – Excel Books	Familiarizing students with basics of models in negotiation and strategies
4	17/08	Introduction to Marketing & Selling Concepts & Traits of a Successful Salesperson	ABC's of Selling Skills by Charles M. Futrell–McGraw Hill	Introducing students to understand the difference between Marketing and Selling and giving them



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2019-2020)

				useful tips for succeeding in Sales
5	24/8/19	Understanding Successful Selling Process & Models (7 Steps Model)	ABC's of Selling Skills by Charles M. Futrell-McGraw Hill	Introducing students to understand the difference between Marketing and Selling and giving them useful tips for succeeding in Sales
6	31/08/19	Customer Focussed Selling, Art of Persuasion INTERNAL TEST	ABC's of Selling Skills by Charles M. Futrell-McGraw Hill	Creating awareness about importance of customer in selling process
7	07/9/19	Selling to Various Stakeholders such as Dealers, Suppliers, Vendors, Channel Partners, Superiors, Subordinates, Team-Mates & Peers	ABC's of Selling Skills by Charles M. Futrell-McGraw Hill	Familiarizing students with different approaches required For selling different stakeholders
8	14/09/19	Selling to Customers – B2C, B2B, C2C, Products, Services, Intangibles & Projects	ABC's of Selling Skills by Charles M. Futrell-McGraw Hill	Familiarizing students with different approaches required for selling to different segments of customers
9	21/09/19	Selling to the customers, introductions through presentations.	ABC's of Selling Skills by Charles M. Futrell-McGraw Hill	Familiarizing students with different approaches required for selling
10	28/09/19	Selling to B2B, B2C customers through live sessions	ABC's of Selling Skills by Charles M. Futrell-McGraw Hill	Familiarizing students with different approaches required for selling
11	05/10/19	Strategic Selling for Start-ups	ABC's of Selling Skills by Charles M. Futrell-McGraw Hill	Creating awareness about challenges and opportunities available in Start-ups domains
12	12/10/19	Organising and planning details for selling . INTERNAL TEST	ABC's of Selling Skills by Charles M. Futrell-McGraw Hill	To enhance effectiveness of a Salesperson by planning and organising
13	19/10/19	Body Language for Negotiation & Selling	ABC's of Selling Skills by Charles M. Futrell-McGraw Hill	To enhance effectiveness of a Salesperson by understanding Clues provided by body language.
14	26/10/19	Case Study discussion	Case Study	Understanding in details

B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case study (Current Affairs)			



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2019-2020)

2	Academic Projects			
3	Group Discussion	YES	Practical Orientation	
4	Role Play	YES	Practical Orientation	
5	Industry Visit	YES	Practical Orientation	
6	Business Quiz / Business News sharing			
7	Videos / Simulation	YES	Practical Orientation	
8	Use of Software and Labs			
9	Any other activity			

C. Innovative pedagogy adopted:

Prepared by:
Faculty

Reviewed by:
Specialisation

Approved by:
ADC

Date:

Date:

Date:

A. Execution:

<u>Session No.</u>	<u>Actual Date</u>	<u>Topic Covered</u>	<u>Attendance %</u>	<u>Evaluation Method</u>	<u>Case Study Ref.</u>	<u>Quiz Ref.</u>	<u>CR Sign</u>
1							
2							



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2019-2020)

3							
4							
5							
6							
7							
8							
9							
10							
11							

B. Evaluation:

Component	Details	Marks
Presentations & Viva	Mandatory	5+5
Class Test (3 for MMS)	Mandatory (MCQ, Descriptive, Etc)	20
Assignments / Others	Mandatory	5
Participation/Attendance	Mandatory	5
Final Exam	Mandatory	60

C. Student Performance Analysis:

<u>Avg. Attendance</u>	<u>Avg. Internal Marks</u>	<u>% Failed in Internals</u>	<u>Avg. Final Marks</u>	<u>% Failed in Final</u>	<u>No. of best students > 80%</u>	<u>No. of students needs improvement</u>

D. Attainment:

	CO1	CO2	CO3		
PO1					
PO2					
PO3					

Comments / Suggestions / Recommendations:

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2019-2020)

program: -

Signature of Faculty

Signature of the Co-ordinator / ADC