



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2018-2019)

Programme Name: MMS

Semester: I

Name of the subject: Selling & Negotiations Skills

Maximum marks: 100

No. of Sessions: 13

Name of the Faculty: Dr. Harshall Gandhi

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Weblink:

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.

Reference 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
4. Organizational Behavior by Fred Luthans (9th edition)
5. Managing Conflict & Negotiation by B. D. Singh – Excel Books
6. Getting to Yes by Roger Fisher & William Ury – Random House
7. Negotiation Handbook by P. J. Cleary – Printice Hall of India
8. ABC's of Selling Skills by Charles M. Futrell – McGraw Hill
9. Sales Management Analysis and Decision Making by Thomas Ingram & Raymond LaFarge – Segment Book Distributor (To be confirmed by Prof. Amit Shrivastava)
10. How to Handle Conflict & Confrontation by Peg Pickering – Natl Seminars Publications (To be confirmed by Prof. Kiran Yadav)



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	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	Mock Negotiation session
2	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	Role Play in Negotiation session
3	Negotiation Models (BATNA, Dyad,	Negotiation & Selling by R. K. Srivastava –	Familiarizing	



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	ZOPA, 9 Grid) & Strategies, Understanding Barriers to Agreement	Excel Books	students with basics of models in negotiation and strategies	
4	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 useful tips for succeeding in Sales	Role play in Sales session
5	Understanding Successful Selling Process & Models (7 Steps Model)	ABC's of Selling Skills by Charles M. Futrell-McGraw Hill	Introducing students to understand the	



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			difference between Marketing and Selling and giving them useful tips for succeeding in Sales	
6	Customer Focussed Selling, Art of Persuasion	ABC's of Selling Skills by Charles M. Futrell–McGraw Hill	Creating awareness about importance of customer in selling process	Role play in Sales session
7	Selling to Various Stakeholders such as Dealers, Suppliers, Vendors, Channel Partners, Superiors, Subordinates, Team-	ABC's of Selling Skills by Charles M. Futrell–McGraw Hill	Familiarizing students with different approaches	Role play in Sales session



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	Mates & Peers		required For selling different stakeholders	
8	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	Internal Test of 40 Marks.
9	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	Role play in Sales session
10	Selling to B2B, B2C customers	ABC's of Selling Skills by Charles M. Futrell–McGraw	Familiarizing	Role play in Sales



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	through live sessions	Hill	students with different approaches required for selling	session
11	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	Role play in Sales session
12	Organising and planning details for selling .	ABC's of Selling Skills by Charles M. Futrell-McGraw Hill	To enhance effectiveness of a Salesperson by planning and organising	Role play in Sales session
13	Body Language for Negotiation &	ABC's of Selling Skills by Charles M. Futrell-McGraw	To enhance	Role play in Sales



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	Selling	Hill	effectiveness of a Salesperson by understanding Clues provided by body language.	session
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Practical Approach : Other activities (At least 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play	Negotiations and selling	Understanding the approach & objection handling	Mock Sessions
2	Industry Visit	Selling	Approach to sales	Showrooms and malls
3	Academic Projects			
4	Book Review			
5	Group Discussion	Selling and Negotiations		
6	Business Quiz / Business News sharing			



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7	Videos / Simulation	Negotiations and selling	Understanding selling through videos	
8	Use of Softwares and Labs			
9	Any other activity			



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Evaluation:

Internal:

Component	Details	Marks
Class Test	Internal Class Test	20
Presentation		
Case Study		
Participation	Student Participation and Attendance	10
Others	Mock Session – Role Play	10

Signature of Faculty

Signature of the Co-ordinator