



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2015-2016)

Programme Name: MMS

Name of the Course: Selling & Negotiation Skills

Maximum marks: 100

No. of Sessions: 13

Name of the Faculty: Dr S S BEDI

Mobile No: 9324816914

Email: sbedi@vpmthane.org

Weblink:

Learning Objectives:

The module will sensitize the students to the concepts and importance of Negotiations & Selling for all functions of Management.

The module is designed to introduce the students to the basic elements of the selling.

The module will give the students a broad understanding regarding different models used for effective selling and negotiations.

It will also create awareness among the students about the basic qualities, traits and skills that they need to imbibe to be an effective management professional.

Reference Books:

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

Reference books

- 1 Organizational Behavior by Fred Luthans (9th edition)
- 2 Managing Conflict & Negotiation by B. D. Singh – Excel Books

DR VN BRIMS/REC/ACA/05



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2015-2016)

- 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

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	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	Developing basic understanding of students related to Negotiation.	discussion
2	Understanding Negotiation Framework including Legal Aspects, Negotiation Process, Skills of a Negotiator	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	Providing deeper insight related to Negotiation framework.	Role play
3	Negotiation Models (BATNA, Dyad, ZOPA, 9 Grid) & Strategies, Understanding Barriers to Agreement	1 Organizational Behavior by Fred Luthans (9th edition) 2 Managing Conflict & Negotiation by B. D. Singh – Excel Books	Familiarizing students with basics of models in negotiation and strategies	case
4	Introduction to Marketing & Selling Concepts & Traits of a Successful Salesperson	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	Introducing students to understand the difference between Marketing and	Role play



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2015-2016)

			Selling and giving them useful tips for succeeding in Sales	
5	Understanding Successful Selling Process & Models (7 Steps Model)	Getting to Yes by Roger Fisher & William Ury –Random House Negotiation Handbook by P. J. Cleary – Printice Hall of India 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	Case & role play
6	Customer Focused Selling, Art of Persuasion	OrganizationalBehavior by Fred Luthans (9th edition) 2 Managing Conflict & Negotiation by B. D. Singh – Excel Books	Creating awareness about importance of customer in selling process	Role play
7	Selling to Various Stakeholders such as Dealers, Suppliers, Vendors, Channel Partners, Superiors, Subordinates, Team- Mates & Peers	OrganizationalBehavior by Fred Luthans (9th edition) 2 Managing Conflict & Negotiation by B. D. Singh – Excel Books	Familiarizing studentswith different approaches required For selling different stakeholders	case
8	Selling to Customers – B2C, B2B, C2C, Products, Services, Intangibles & Projects	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	Familiarizing students with different approaches	Role play



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2015-2016)

			required for selling to different segments of customers.	
9	Strategic Selling for Start-ups	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	Creating awareness about challenges and opportunities available in Start-ups domains	Role play
10	Body Language for Negotiation & Selling	Negotiation Handbook by P. J. Cleary – Printice Hall of India ABC's of Selling Skills by Charles M. Futrell–McGraw Hill	To enhance effectiveness of a Salesperson by understanding Clues provided by body language.	Role play
11	Case Studies and Presentations	Case Studies and Presentations	Case Studies and Presentations	
12				
13				
14				
15				

2. Practical Approach : Other activities (Atleast 4 distinct activities)

DR VN BRIMS/REC/ACA/05



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2015-2016)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play	<u>negotiation</u>	<u>skill</u>	<u>Electricity board</u>
2	Industry Visit			
3	Academic Projects			
4	Book Review			
5	Group Discussion	<u>Analytical skills, listening and planning</u>	<u>skill</u>	<u>Rupali cafe wish n shop</u>
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Softwares and Labs			
9	Any other activity	<u>Business to business</u>	<u>Service industry role play</u>	<u>Dhl courier swan textiles</u>



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2015-2016)

Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Case , role play	15
Presentation	final	15
Case Study		
Participation		10
Others		

Signature of Faculty

Signature of the Co-ordinator