

**SESSION WISE TEACHING PLAN**  
**MMS (First Year) SEMESTER I**  
**2013– 2015 Batch**



|                                     |   |
|-------------------------------------|---|
| <b>Program</b>                      | <b>MMS</b>                              |
| <b>Name of Course</b>               | <b>Selling &amp; Negotiation Skills</b> |
| <b>Maximum Marks</b>                | <b>100 marks</b>                        |
| <b>Name of the Faculty</b>          | <b>Mr. Deepak A</b>                     |
| <b>No. of Lectures Allotted</b>     | <b>15</b>                               |
| <b>Duration</b>                     | <b>3 hours each</b>                     |
| <b>Name of Class Representative</b> |   |

|                             |  |
|-----------------------------|--|
| <b>Signature of Faculty</b> |  |
| <b>Date</b>                 |  |

| <b>Lecture No.</b> | <b>Topics to be covered</b>  | <b>*Topics covered</b> | <b>Pedagogy</b> |
|--------------------|--|------------------------|-----------------|
| 1                  | • Types of Negotiation   |                        | Lecture         |
| 2                  | • Negotiation Strategies   |                        | Lecture         |
| 3                  | • Selling skills – Selling to customers  |                        | Lecture         |
| 4                  | • Selling to Superiors   |                        | Lecture         |
| 5                  | • Selling to peer groups, team mates & subordinates  |                        | Lecture         |
| 6                  | • Conceptual selling, Strategic selling  |                        | Lecture         |
| 7                  | • Selling skills – Body language   |                        | Lecture         |
| 8                  | Understanding Successful Selling Process & Models (7 Steps Model)  |                        | Lecture         |
| 9                  | Customer Focussed Selling, Art of Persuasion   |                        | Lecture         |
| 10                 | Selling to Various Stakeholders such as Dealers, Suppliers, Vendors, Channel Partners, Superiors, Subordinates, Team-Mates & Peers |                        | Lecture         |
| 11                 | Selling to Customers – B2C, B2B, C2C, Products, Services,  |                        | Lecture         |

|    |                                 |  |         |
|----|---------------------------------|--|---------|
|    | Intangibles & Projects          |  |         |
| 12 | Strategic Selling for Start-ups |  | Lecture |
| 13 | Case Studies and Presentations  |  | Lecture |

**Reference Text**

Organisational Behaviour by Fred Luthans (9th edition)

The Essentials of Negotiation – Harvard Business School Press

Getting to Yes by Roger Fisher & William Ury

Negotiation Selling by Sameer A Kulkarni