

Course Code	Course Title	L	T	P	C
BAMGT211	Negotiation and Selling: Tactics and Practice	3	0	0	3
Pre-requisite	NIL	Syllabus Version			
		1			
Course Objectives					
Introduce students to the foundational concepts, types, and stages of negotiation. Equip students with advanced strategies and practical skills for successful negotiation and selling in varied contexts. Foster professional and ethical negotiation practices, emphasizing relationship-building and long-term value creation.					
Course Outcomes					
Explain the definition, types, and elements of negotiation. Apply negotiation strategies to manage emotions, conflicts, and resolve deadlocks. Analyze negotiation practices in business, considering ethics, legal boundaries, and relationship dynamics. Analyze core selling processes, techniques, and digital tools. Evaluate persuasive selling strategies, and adapt to contemporary professional selling environments.					
Module:1	Foundations of Negotiation	9 hours			
Definition and scope of negotiation - Types of negotiation: distributive vs. integrative - Key elements of negotiation - Stages of Negotiation Process - Common Negotiation Styles - BATNA (Best Alternative to a Negotiated Agreement) - Zone of Possible Agreement (ZOPA)					
Module:2	Advanced Negotiation Strategies and Tactics	7 hours			
Planning and Preparation for Negotiation - Distributive vs Integrative Negotiations - Emotions and Conflicts Management during negotiations - Negotiations Deadlocks and Impasses					
Module:3	Applied Negotiation and Professional Development	9 hours			
Negotiations in Professional Context (Business and Commercial negotiations) - Ethics in negotiation - Power dynamics and long-term relationship building - Legal boundaries					

in practice - Change management via negotiation - Post negotiation evaluation and learning.		
Module:4	Fundamentals of Selling	9 hours
Introduction to selling and its importance in business and society - Types of Selling - Essential qualities of Sales Person - Sales Process - Relationship building and trust creation through core communication skills - Basics of social selling (LinkedIn, digital tools)		
Module:5	Advanced Selling Strategies and Techniques	9 hours
Persuasion Techniques and Influential Strategies - Handling objections and turning them into opportunities - SPIN methodology - Managing longer selling cycles and multiple decision makers (DMU concept) - Sales forecasting and planning - Territory, time, and route management for efficient selling		
Module:6	Contemporary Topics	2 hours
Guest Lecture, Recent Trends		
Total Lecture Hours:		45 hours
Text Book(s)		
Roy J. Lewicki, " Negotiation ", McGraw Hill, 9 th Edition, 2023		
Reference Books		
Tim Castle, " Art of Negotiation ", Atlantic Publishers and Distributors, 1 st Edition, 2018		
Mode of Evaluation: Continuous Assessment Test, Quiz, Final Assessment Test, Seminar, Group Discussion		
Recommended by Board of Studies :		26-09-2025
Approved by Academic Council : No. 80		20-11-2025