



# SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

## UG/PG (Revised Curriculum under NEP w.e.f. June 2023)

| PROGRAM | BA | BA(Hon) | B.Com | B.Com(Hon) | M.Com | MA - Eng | MA- Eco | MA- Psy |
|---------|----|---------|-------|------------|-------|----------|---------|---------|
| Tick ✓  |    |         |       |            | ✓     |          |         |         |

| SEMESTER | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|----------|---|---|---|---|---|---|---|---|
| Tick ✓   | ✓ |   |   |   |   |   |   |   |

| SPECIALIZATIONS |         |         |        |     |           |         |     |               |     |
|-----------------|---------|---------|--------|-----|-----------|---------|-----|---------------|-----|
| BA              | Eco     | Eng     | Psy    | Gen |           |         |     |               |     |
| Tick ✓          |         |         |        |     |           |         |     |               |     |
| BCOM            | Costing | Banking | Entrep | MKT | Fin & Acc | Mgt Acc | HRM | Bus Analytics | Gen |
| Tick ✓          |         |         |        |     |           |         |     |               |     |

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|---|---|
| <b>Name of Board of Studies</b>                   | Commerce                                    |
| <b>Name of the Department</b>                     | Commerce                                    |
| <b>Name of Head of Department</b>                 | Dr.H.M.Soman                                |
| <b>Title of the Course</b>                        | <b>Business Networking and Negotiations</b> |
| <b>Course Code</b>                                |   |
| <b>Type of Course (New / Revised)</b>             | New   |
| <b>Nature of Course (Maj/Min/AEC/SEC/VEC/VSC)</b> |   |
| <b>Number of Credits</b>                          | 4   |
| <b>Name of the Faculty</b>                        |   |
| <b>Date of Approval by BoS</b>                    | June 3 <sup>rd</sup> 2023                   |
| <b>Date of Implementation</b>                     | June 2023                                   |

| Course Outcomes  |
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| 1. Applying the concept of Networking and Negotiation in national and international business |
| 2. Analysing the tactics of negotiation  |
| 3. Evaluating use of negotiations in merger and Acquisition                                  |

Creating an approach to manage difficult negotiations

4. Applying the concept of Networking and Negotiation in national and international business

| <b>DETAILS OF SYLLABUS</b> |  |                           |
|----------------------------|--|---------------------------|
| <b>UNIT NUMBER</b>         | <b>DETAILS</b>   | <b>NUMBER OF LECTURES</b> |
| 1                          | <p><b>Business Networking</b></p> <ul style="list-style-type: none"> <li>a. History, evolution and Philosophy of networking</li> <li>b. Need for networking</li> <li>c. Overcoming barriers in networking</li> <li>d. Impact of technology on networking</li> <li>e. How networking works differently for the following:               <ul style="list-style-type: none"> <li>• Start-ups</li> <li>• Corporate giants</li> </ul> </li> </ul> | 10                        |
| 2                          | <p><b>Role of Individuals in Business Networking</b></p> <ul style="list-style-type: none"> <li>2.1 Intra and Inter Organizational level networking</li> <li>2.2 Qualities suitable for effective networking</li> <li>2.3 Monitoring, evaluation and planning for improving the mutual value of networking activity</li> <li>2.4 Impact of networking efforts</li> </ul>   | 10                        |
| 3                          | <p><b>Negotiation: A Managing Skill</b></p> <ul style="list-style-type: none"> <li>3.1 Meaning and Nature of Negotiation</li> <li>3.2 BATNA</li> <li>3.3 Negotiating Styles</li> <li>3.4 Ethics and morals in respect to negotiations</li> <li>3.5 Society, Culture and Negotiation</li> <li>3.6 Strategy and Tactics of Distributive Bargaining and Integrative Negotiation</li> </ul>  | 10                        |
| 4                          | <p><b>Mastering Negotiations (Managerial Aspect)</b></p> <ul style="list-style-type: none"> <li>4.1 Factors determining negotiation strategy</li> <li>4.2 Finding and Using Negotiation Leverage</li> </ul>  | 10                        |
| 5                          | <p><b>Negotiations in Merger and Acquisition</b></p> <ul style="list-style-type: none"> <li>5.1 Role of negotiations in merger and acquisitions</li> <li>5.2 Negotiation strategies for M&amp;A</li> <li>5.3 Negotiation process for Mergers</li> <li>5.4 Hostile negotiations</li> <li>5.5 Effective Preparation and Management of the Negotiation Process</li> </ul>   | 10                        |

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| 6   | <b>Managing Difficult Negotiations</b><br>6.1 Arbitration and Mediation<br>6.2 Team-based negotiation: Managing Internal conflicts<br>6.3 Successful Closing of the deal | 10 |
| 7   | Assignments: Assignments: Case study, Article review, filed visit, Group presentations   |    |
| Reference List  |  |    |
| <ol style="list-style-type: none"> <li>1. <b>1. New Business Networking: How to Effectively Grow by Dave Delaney, Que Publishing, 20-May-2013</b></li> <li>2. <b>The Financial Times Guide to Business Networking, Heather Townsend Pearson Business, 2011</b></li> <li>3. <b>Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts (without Money Or Muscle) Book by Deepak Malhotra</b></li> <li>4. <b>Negotiating the Nonnegotiable: How to Resolve Your Most ... Book by Daniel Shapiro</b></li> <li>5. <b>Negotiations by Laws Anne, Publisher: Hyderabad orient Blackswan 2011</b></li> </ol> |  |    |

Principal  
Symbiosis College of  
Arts & Commerce, Pune-4.

Name and Sign of Head

### Examination Pattern

**Total marks: 100**

Internal – 50 marks

External- 50 marks

### Format of the Question Paper

Q.1 Short notes

Q.2 objectives

Q.3 short answers/case studies

Q.4 Long answers

