

Negotiation Skills

Duration : 45 hours

Learning Objectives & Utility

- A very good option for students of Marketing, Economics, Arts & Commerce all through their lives as you never stop negotiating.
- Students will understand the concept of negotiation, how it falls into place, types and techniques of negotiation, pitfalls live case studies with real time learning, role play etc
- Negotiation is not only for people who plan a sales or marketing career, it is an everyday life tool that you could use to succeed depending whether you are looking for a job, new bike, buying something off the net, career enhancement etc. Companies love strong negotiators all the time who can add value to their business and bottom line.

Session Coverage:

- Concept of Negotiation
- Types of Negotiation
- Setting Goals and Getting Past No
- How and When Do You Spot Interest / Intent And Make Your Move
- Common Pitfalls
- Follow Through

Evaluation Parameters

- Live Case studies to be analysed & solved by the students in the class for each module (**60 marks**)
- Live Research to be carried out by students in the Market for situations (**20 marks**)
- Capstone Project Report (**20 marks**)

Skill Component

Listening, interpreting and acting on, leverage, goal setting, primary & secondary research, business insight processing, data Analysis, post analysis.