

As Per NEP 2020

University of Mumbai



Title of the program

- A- U.G. Certificate in Commerce
- B- U.G. Diploma in Commerce
- C- B.Com.
- D- B.Com. (Hons.)
- E- B.Com. (Hons. with Research)

Syllabus for

Semester – Sem I & II

Ref: GR dated 20th April, 2023 for Credit Structure of UG

(With effect from the academic year 2024-25
Progressively)

SEMESTER-I

**SEC Semester 1
Negotiation Skills**

PROGRAM	B.COM
SEMESTER	I
COURSE TITLE	Negotiation Skills
VERTICLE /CATEGORY	VSC 1
COURSE LEVEL	4.5
COURSE CODE	
COURSE CREDIT	2
HOURS PER WEEK THEORY	2
HOURS PER WEEK PRACTICAL/TUTORIAL	NA

COURSE DESCRIPTION

The course in negotiation skills will help the learners to have a better understanding of negotiation, negotiation skills, negotiation style & competencies in communication

COURSE OBJECTIVES

1. To understand the basics of negotiation skills & perspectives of negotiation
2. To know the ability of bargain
3. To discuss the different types of competencies in communication

COURSE OUTCOME

CO 1: Execute proven tactics for negotiation

CO 2: Refine personal negotiation style

CO 3: Improve ability to bargain successfully and ethically in any situation

CO 4: Build positive, productive relationship with all parties

CO 5: Applying appropriate communication skills across settings, purposes, and audiences.

CO 6: Displaying competence in oral, written, and visual communication.

ORGANISATION OF THE COURSE

UNIT NO	COURSE UNITS AT A GLANCE	TOTALHOURS
1	Negotiation and Types of Negotiations	15
2	Negotiation Skills	15
TOTAL HOURS		30

COURSE DESIGN

Unit 1 Negotiation and Types of Negotiations (15)

- Negotiation – Concept, Key Negotiation Concepts, Perception and Cognition in Negotiation, Negotiation Process, Conflict and Negotiation Strategy
- Types - Distributive Negotiation; Integrative Negotiation; Multiple Phases and Multiple Parties, Preparation for a deal; Table tactics; Frequently asked tactical questions; Barriers to Agreement; Mental Errors in reaching an agreement.

PEDAGOGICAL APPROACH: Lecture Method, Case study and Assignments

Unit 2: Negotiation Skills (15)

- Negotiation Skills - Negotiating as an organizational capability; skills of an effective negotiator, Negotiation and IT; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion.
- Developing power, decision trees, psychological tools. Practical practice of negotiation

PEDAGOGICAL APPROACH: Lecture Method, Case study and Role Play

REFERENCES:-

1. Michael A. Wheeler. (2003). Negotiation. Harvard Business Essential Series
2. David S. Hames. (2012). Negotiation: Closing Deals, Settling Disputes and Making Team Decisions. Sage Publications
3. C.S Rayudu, "Communication" Himalaya Publishing House, 2012
4. Myer & Myer, Communication Mcgraw Hill, 2007
5. Rai & Rai, Business Communication – Himalaya Publishing House , 2011
6. Harvard Business Essentials Guide to Negotiation2 Michael Wheeler. Harvard Business School Press
Paperback: 208 pages, Harvard Business Press (July 1, 2003). ISBN-10: 1591391113 ISBN-13: 978-1591391111
7. Lewicki, R., Barry, B., Saunders, D.M. (2024). Negotiation (9th Ed.). McGraw Hill Education
8. Carrell, M. R., Heavrin, C. (2008). Negotiating Essentials: Theory, Skills and Practices(1st ed.). Pearson

Recommended Reading

1. David Campbell. (2015). Guerrilla Business Negotiation Techniques
2. Jack Welch and Suzy Welch. (2009). Winning: The Ultimate Business How-to-Book.Harper Collins
3. P. D. Chaturvedi, Mukesh Chaturvedi , Business Communication- Skills, Concepts and Applications, Pears on Publications, 2013.

30 Marks External

DURATION: 1 Hour

MARKS: 30

Any 2 out of 3

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

20 Marks Internal

- 1) Class Test (05 Marks)
- 2) Assignment (05 Marks)
- 3) Presentation (05 Marks)
- 4) Group Discussion (05 Marks)
- 5) Quiz (05 Marks)
- 6) Case Study (05 Marks)

**Note: 1) Any Four out of the above can be taken for the internal Assessment.
2) The internal Assessment shall be conducted throughout the Semester.**