SOFT SKILLS FOR BUSINESS NEGOTIATIONS AND MARKETING STRATEGIES

DR. UTTAM K. BANERJEE
Department of Architecture & Regional Planning
IIT Kharagpur

INTENDED AUDIENCE : Students of Business Management, Marketing, Product Management, Architecture, Engineering, Commerce, Infrastructure Design and Management Candidates appearing for Job interviews, Potential Negotiators, Marketing professionals

INDUSTRIES APPLICABLE TO : This course would also be very useful for the aspirants for Government as well as Private employment

COURSE OUTLINE :
The primary focus of this course is to highlight various categories and applications of soft skills through various cases extracted from the real field and other research case studies. The fundamental concepts and distinctions between Soft Skills and Hard Skills are discussed. The course is tailored very effectively to introduce various Soft skill application examples. This course would be very useful for the students, practicing professionals as well as common people who are voluntarily or involuntarily involved in negotiations and strategies in daily life.

ABOUT INSTRUCTOR :
Prof. Uttam K. Banerjee is currently a senior Professor in the Department of Architecture Regional Planning, as well as Joint-Faculty in the RCG School of Infrastructure Design and Management at the Indian Institute of Technology Kharagpur, where he has served as the Head in both the departments from 2004 to 2007 and 2011 to 2014 respectively. He has graduated with Bachelor of Architecture (B.Arch), post-graduated with Master of City Planning (MCP) and Ph.D. in Transportation system evaluation from Indian Institute of Technology Kharagpur.

COURSE PLAN :

 Week 1**:** Soft Skills and Hard Skills

 Week 2**:** Non-verbal communications

 Week 3**:** Negotiations

 Week 4**:** Professional Negotiations

 Week 5**:** Business Negotiation

 Week 6**:** Product Marketing Negotiation

 Week 7**:** Negotiation for Services

 Week 8**:** Marketing Strategy

 Week 9**:** Power Marketing

 Week 10**:** Power Marketing Strategies

 Week 11**:** Power Marketing Presentations

 Week 12**:** Time Management in Marketing