SOFT SKILLS FOR BUSINESS NEGOTIATIONS
AND MARKETING STRATEGIES

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TYPE OF COURSE : Rerun | Elective | PG | UG
COURSE DURATION : 12 weeks (20 Jul’ 20 - 9 Oct’ 20)
EXAM DATE : 17 Oct 2020

PRE-REQUISITES : none

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