



SOFT SKILLS FOR BUSINESS NEGOTIATIONS AND MARKETING STRATEGIES

Management

Instructor Name: Dr. UttamK. Banerjee, Professor

Institute: IIT Kharagpur

Department: Architecture

About Instructor: Dr. UttamK. 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. He has a wide spectrum of knowledge with academic, research and professional experience in the multiple domains associated with Architecture, Planning, Infrastructure management, Facility Planning and asset management, Landscape, Environment and Computer Applications. Over the past years he had been constantly exposed to professional negotiations, interactions, as well as interviews. He has undertaken several architectural, Urban planning, and Landscape consultancy projects at the national level, e.g. Vindhyachal (NTPC), Korba (NTPC), Farakka (NTPC), New Town (Kolkata). Over the last two decades and till date he has been involved in the projects related to Environmental Management, National Land use Policy formulation, Climate Change Adaptation planning, infrastructure planning etc. sponsored by various international organizations as well as Govt. of India. He is currently involved in research on Climate Change Adaptation through Landscape planning, and Mega-scale residential projects. He had been coordinator for the training program for architects, titled NPCBAERM (National Program for Capacity Building of Architects on Earthquake Risk Management), on behalf of IIT Kharagpur as National Resource Institute for a national mission sponsored by Ministry of Home Affairs, Govt. of India. He has undertaken several capacity building programs for the architects, planners, environmental engineers in the area of "Ecocity planning" sponsored by the GIZ-Germany, and "Sustainable Land use Planning & Infrastructure" sponsored by the World Bank Institute. He is an expert member of the Bureau of Indian Standards (BIS) for Smart City Guidelines formulation. In the past he had offered a course on Marketing at the Vinod Gupta School of Management at IIT Kharagpur, on invitation, where his domain of expertise was on marketing, negotiation and sales. He has offered several lectures on non-verbal communications and body language in short-term courses conducted at IIT Kharagpur

Pre Requisites: : none

Core/Elective: : Elective

UG/PG: : PG

Industry Support : This course would also be very useful for the aspirants for Government as well as Private employment

Course Intro : 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. The lectures would be supported with illustrative sketches, analysis and demonstrative enactments, in addition to the digital illustrations time to time with various examples. This would facilitate easy comprehension for the students of different level of ability and exposure. Multiple illustrations with case studies would be the strength of this course disseminated with lucid lectures.



NATIONAL PROGRAMME ON TECHNOLOGY ENHANCED LEARNING

SL.NO	Week	Module Name
1	1	Soft Skills and Hard Skills
2	2	Non-verbal communications
3	3	Negotiations
4	4	Professional Negotiations
5	5	Business Negotiation
6	6	Product Marketing Negotiation
7	7	Negotiation for Services
8	8	Marketing Strategy
9	9	Power Marketing
10	10	Power Marketing Strategies
11	11	Power Marketing Presentations
12	12	Time Management in Marketing