

**B.COM SECOND YEAR**  
**Semester III**  
**SELLING & NEGOTIATION SKILLS**  
**SOFT SKILLS**

**Course Content:**

<b>Module No.</b>	<b>Topics / Chapters Name</b>	<b>% Weightage</b>
I	<ul style="list-style-type: none"><li>- Concept</li><li>- Importance Negotiation</li></ul>	<b>25</b>
II	<ul style="list-style-type: none"><li>- Basics of conceptual selling</li><li>- Stages of conceptual selling</li><li>- Basic strategies of selling</li><li>- Various factors of strategic selling</li></ul>	<b>25</b>
III	<ul style="list-style-type: none"><li>- Types - Body language</li><li>- Role of Body language in selling</li><li>- Importance of Kinesics</li><li>- Tips of Effective Body language</li><li>- Way to approach a customer</li></ul>	<b>25</b>
IV	<ul style="list-style-type: none"><li>- Case studies – Analysis</li></ul>	<b>25</b>