

## People Management for Entrepreneurs Syllabus

Week/Module	Topics
<b>Week 0</b>	<ul style="list-style-type: none"> <li>• Demo Video</li> <li>• Welcome to the course</li> <li>• Course Schedule</li> <li>• Grading Policy</li> <li>• Exam Details</li> <li>• FAQ</li> </ul>
<b>Week 1:</b> Introduction to Selling & Psychology of Selling	<ul style="list-style-type: none"> <li>• Weekly Overview</li> <li>• Concept of Sales</li> <li>• Know Your Customer (Designing a Buyer Persona)</li> <li>• Motivations of Buying</li> <li>• The Art of Persuasion</li> <li>• Buyer-Seller Dyadic Interaction</li> <li>• Summary</li> <li>• Weekend Assessment</li> </ul>
<b>Week 2:</b> The Sales Process	<ul style="list-style-type: none"> <li>• Weekly Overview</li> <li>• Personal Selling Process (Prospecting, Qualifying, Pre-approach, Approach)</li> <li>• Presentation and Demonstration</li> <li>• Overcoming Objections</li> <li>• Trial Close / Closing a sale</li> <li>• Follow-up and Service</li> <li>• Sales Management</li> <li>• Summary</li> <li>• Weekend Assessment</li> </ul>
<b>Week 3:</b> Essentials of Selling	<ul style="list-style-type: none"> <li>• Weekly overview</li> <li>• Building a sales team</li> <li>• Sales and the Marketing Mix</li> <li>• Planning, Sales forecasting and budgeting from the business perspective</li> <li>• Managing Sales Territories and Quotas</li> <li>• Retail and Industrial Selling</li> <li>• Summary</li> <li>• Week Three Feedback</li> <li>• Weekend Assessment</li> </ul>

<b>Week 4:</b> Introduction to Negotiation	<ul style="list-style-type: none"> <li>• Weekly Overview</li> <li>• Concept of Negotiation</li> <li>• Types of Negotiation, Situations where negotiation is not possible</li> <li>• Importance of Negotiation</li> <li>• Steps of Negotiation</li> <li>• Setting negotiation goals and objectives</li> <li>• Identifying your negotiation style</li> <li>• Conducting research and gathering information</li> <li>• Summary</li> <li>• Weekend Assessment</li> </ul>
<b>Week 5:</b> Nature of Negotiation	<ul style="list-style-type: none"> <li>• Weekly Overview</li> <li>• Nature of Negotiation</li> <li>• Communication Skills for Negotiation</li> <li>• Negotiation Strategies/Tactics/Models</li> <li>• Psychology of Negotiation</li> <li>• Power Dynamics in Negotiation</li> <li>• Ethics in Negotiation</li> <li>• Summary</li> <li>• Weekend Assessment</li> </ul>
<b>Week 6:</b> Conflict Management	<ul style="list-style-type: none"> <li>• Weekly Overview</li> <li>• Overview of Current Module</li> <li>• Levels of conflict</li> <li>• Functions and Dysfunctions of Conflict</li> <li>• Factors that make conflict easy or difficult to manage</li> <li>• Managing cross-cultural negotiation</li> <li>• Managing multi-party negotiation</li> <li>• Summary</li> <li>• Weekend Assessment</li> </ul>