

Table 6.5.A.2. Innovative Pedagogical Methods

Name of the faculty	R.S.VEERAVALLI
Position	ASSOCIATE PROFESSOR
Qualification	M.A. Sociology., (PhD)
Experience & Expertise	<p>Prof Veeravalli has had a highly successful corporate career for 25 years, before turning fulltime academic for past 16.5 years with Great Lakes, reaching CXO positions in the Godrej Group, having headed the Product Supply Organisation and Total Quality, that included the entire Sourcing, Commercials, end-to-end Supply Chain including all Manufacturing and inbound+outbound logistics. He was the nominated CEO for their Quality Systems certification under ISO, and was a CII accredited Assessor for Business Excellence Awards. He had also previously taught a course on Total Quality in the School of Management, IIT Bombay as a visiting co-faculty.</p> <p>In Great Lakes, he has been the Director for their Executive PG program called PGXPM, besides teaching courses on Negotiations, Entrepreneurship, and Learning & Development. He has till recently been the Faculty Mentor for their Center for Innovation & Entrepreneurship (CIE), and their Incubator AGBI created partnering with the Atal Innovation Mission, NITI AAYOG, GOI.</p>
Course name and Year	NEGOTIATION & BARGAINING, 2021-22
Area of Difficulty/Improvement	<ol style="list-style-type: none"> 1. To live the Moments of Truth of Negotiating, and Learning the same experientially, 2. To learn from Expert Negotiators by witnessing them in recreated Action in ‘real/simulated’ cases, situations.
Description of the Difficulty/ Need for improvement	<p>Negotiation is a practiced skill, and the theoretical understanding, while important to comprehend it structurally and dynamically as processes, would be inadequate for the learner to have fully ‘realised’ it as a performing ability.</p> <ol style="list-style-type: none"> 1. So it is necessary for the student to actually do the negotiations – of various kinds being learnt as part of the course – in order to get that nuanced and visceral experiential realization leading to ‘learning’ it, both by doing some of it rightly as well as incorrectly to see their respective outcomes, reflect on them, and internalize the insights arising therefrom, before ‘doing’ the next negotiation, building on all the previous ‘learning’. 2. witness ‘expert’ negotiators, as well as ‘deficient’ negotiators ‘doing’ negotiations in complete end-to-end scenarios
Innovation Name	<ol style="list-style-type: none"> 1. Actual negotiations cases given to students to do them and report outcomes 2. View, and critique a full-length movie

<p>Description of the Innovation</p>	<ol style="list-style-type: none"> 1. assigning students specified roles in the given negotiations cases with all detailed inputs to the respective sides, asking them to do the actual negotiations and report the outcomes, and then analysing them in the class sessions, for their first-hand realizations and insights on their commissions and omissions, to create the critical PDCA cycles multiple times, to give them the experiential internalization of the negotiation as a skillset. 2. Screen a feature length movie based exclusively on negotiations, with multiple negotiations being done in various combinations of capabilities as characters therein, as the very last capstone session of the course, to carefully stop at various logical points of the film to analyse critically the ways in which the respective negotiation was carried out by those in them, comparing with all the corresponding conceptual, and methodological inputs from theory and class learnings hitherto fore in the course, in order to provide a comprehensive sense of assimilation.
<p>Learning Outcomes</p>	<ol style="list-style-type: none"> 1. The students became familiar and then progressively effective in using the various methodologies, strategies, tactics, tools and techniques of negotiations. 2. Get to learn the various behavioural aspects of human beings as negotiators, revealing themselves in the negotiations, and thus deepening the understanding of human nature which is vital for all of management besides of course negotiations.
<p>Other significant outcomes</p>	<p>The course makes the students become more aware of themselves as a negotiator, both in terms of their strengths and weaknesses, which in turn enables them to work on both further.</p> <p>Besides this, it in general, improves their self-confidence as transactional human beings.</p>
<p>Assessment of Innovation</p> <p>a. Is effectiveness tangible</p> <p>b. If YES, Evidence of effectiveness</p>	<p>Yes</p> <p>As evidenced by their performance academically in their various assignments, and their scores and grades, besides the ‘outcomes’ in those ‘negotiations’ themselves!</p>
<p>Is it Replicable?</p>	<p>YES</p>
<p>Any other Remarks</p>	<p>As is the case in many other B Schools, Negotiation is an ever interesting and popular course, and is in fact forms a critical to success skillset in both business and life.</p>

