



Online PGDM

Second Year, Trimester IV, June 2024

Course Name: Negotiation Skills
Max Marks : 70

Course Code : 4103

Project

Case Study: Mastering Job Salary Negotiation Skills

Project Overview:

In today's competitive job market, securing a desirable salary package requires more than just showcasing your skills and experience. It demands adept negotiation skills and strategic thinking. This case study aims to explore the nuances of salary negotiation through the lens of a prospective employee, Sarah, who is navigating her way through a job offer at a leading tech company. As Online PGDM students, your task is to analyze Sarah's situation and provide insights and recommendations to enhance her negotiation approach.

Case Scenario:

Sarah, a seasoned software engineer with a reputable track record, has been offered a position at a renowned tech company. After a rigorous interview process, she receives a job offer with a base salary that meets her expectations but falls short of her desired compensation package. Sarah is keen on negotiating for a higher salary, along with additional benefits such as flexible work hours and professional development opportunities.

Key Objectives:

Understand the importance of effective salary negotiation in achieving desired compensation packages.

Identify the factors influencing successful negotiation outcomes in the context of job offers.

Develop strategies to enhance negotiation skills and maximize value in job salary negotiations.

Open-Ended Questions:

What are the primary factors Sarah should consider before initiating the negotiation process for her job offer? How might these factors influence her negotiation strategy?

Considering Sarah's background and the competitive nature of the tech industry, what tactics could she employ to justify her request for a higher salary and additional benefits? How can she leverage her skills and experience to strengthen her negotiation position?

Reflecting on your own experiences or observations, what are some common challenges individuals face when negotiating job salaries? How can Sarah anticipate and overcome these challenges to secure a favorable outcome in her negotiation?