

Management Development Programme



Negotiation Strategies: A Win-Win Approach

January 17-19, 2018
MDI Campus, Gurugram



MDI
GURGAON

Management
Development
Institute

Background

Negotiating deals, managing differences and using influencing skills is one of the most important competencies for professionals at all levels of management. The need to understand processes, strategies and tactics of negotiation has become paramount in the context of market negotiated economy where the need to enhance outcome has to go hand in hand with maintaining relationships.

Negotiating to win– win offers conceptual model, strategic insights, tactical approaches and individual assessment to help participants understand the dynamics of conflict resolution, bargaining and collaborative solutions. The participants develop an ability to effectively manage negotiations in a variety of situations – one to one, team, organizational and inter-organizational.

They develop an understanding of behavior of individuals, groups and organizations in competitive situations and learn to practically deal with it. Participants are able to hone Communication skills for effective negotiation and appreciate nuances of cross–cultural negotiation.

That negotiating is an art that can be mastered, is fairly well accepted today. As professionals and organizations work towards mutually beneficial long term relationships, this programme comes packed with knowledge of the subject & skills–training for better performance and insights. The programme has substantive standing as skill based and is being offered in the belief that appreciations and utilization of art and science of negotiations must form a significant part of managerial repertoire’.

Objectives

The objective of the three day programme is to equip participants with strategies, tactics and techniques of planning, conducting analyzing business negotiations. The participants will develop a holistic approach to negotiations. Participants will be able to appreciate the role of conflict and its potential to breed both success and failure. They will be able to better deal with the duality of competition and collaboration in the business world. With better knowledge of the concepts and better skills of handling variety of situations, the participants will learn the skill conducting of win-win negotiations.

Contents

The programme will cover the following aspects of Negotiations:

- Nature of conflict and styles of conflict resolution.
- Pre-negotiation, Negotiation and Post negotiation Strategies and Tactics
- Role of Communication and Relationship in Negotiation
- Personal negotiation style
- Efficacy of a win-winnegotiatingstyle
- Ethics and negotiation
- Cross-Cultural negotiations

Pedagogy

Every knowledge session will be delivered using either a simulation exercise or a case analysis peppered with tools of self. Skill building will be enhanced using film analysis and video guided role-plays. Sessions are interactive and participants get opportunity to share their challenges and find new ways of dealing with them.

For Whom

The programme is of relevance to all managers who wish to sharpen their interpersonal skills for better results in day-today working. It is of vital importance for senior and middle level executives in sales, marketing, HR and other functional areas for general management.

Venue & Duration

The program is scheduled during January 17-19, 2018 on residential basis at MDI Campus, Gurugram. Accommodation for participants would be available at MDI Campus from the afternoon of January 16, 2018 to the forenoon of January 20, 2018.

Discount Policy

With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:

1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.

The fee of the program is **Rs. 36,000/- (Rupees Thirty Six Thousand only)** per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. **Service Tax as applicable will be charged extra in addition to the programme fee.** Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of "Management Development Institute, Gurugram (Haryana)", and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurugram 122001, Haryana, INDIA.

Important Dates

The last date for receipt of nominations is January 10, 2018. The last date for withdrawal of nominations is January 12, 2018. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Enquiry

For any Additional information / enquiry, please write to:

Chief Administrative Officer (Programmes),

Management Development Institute,

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Faculty Profile

Prof. Neera Jain

Associate Professor and Area Chairperson (Business Communication)

Chairperson-Corporate Communication

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Dr. Neera Jain obtained her M. Phil and Ph.D degrees from Aligarh Muslim University, Aligarh, India in 1990 and 1993 respectively. She is a licensed Practitioner of Neuro Linguistics Programming (NLP). She is also an accredited trainer on MBTI and FIRO-B from APP. She has been certified for the use of CPI 260 - a leadership development tool by California Psychologists (CPP). She has a Post Graduate Certificate in the Teaching of English (PGCTE) from the Central Institute of English and Foreign Languages (CIEFL), Hyderabad and has qualified the National Eligibility Test (NET) of UGC.

Dr. Jain has taught and researched at reputed colleges including engineering and management institutes for about 22 years. She is actively involved in research, teaching, training and development at MDI. Her publications include research papers and case studies in reputed national and international journals. She has presented papers in international conferences on Rural Marketing Communication Strategies. She has completed two externally funded research projects: "Communication Patterns and Personality Types of Indian Women Leaders" and "Crisis Communication in Organizations". Her book titled "Effective Business Communication" by McGraw Hill (2012) has widely been appreciated. She is a prolific trainer and has received overwhelming appreciation from participants across various levels in Public and Private Sector organizations like Hyundai Motors, Barclays, Oberoi Groups, Vodafone, NSPCL (NTPC), RITES, JK Laxmi Cement, NK MINDA, NIC, BEL, ONGC, JINDAL Steel, BPCL, Central Electricity Authority, Oil India Ltd, Bureau of Police Research and Development etc. Participants from other countries attend her Open Programmes. Dr. Jain has received coveted MDI awards for "Excellence in Teaching - 2011" and "Excellence in Continuing Education (Training) - 2016.



About MDI

The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India.

As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI's PGPM (a two-year full time MBA equivalent program) has been awarded "A" Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGPM, PGP- HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 43 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence'.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private), Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute's clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:

- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance
- Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of

experience having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

MDI's International Partners

MDI has active linkages with McGill University Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d'Etudes Politiques de Paris (Sciences-Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universität Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Unlversua Carlo Cattaneo. (LIUC), Italy, Bocconi University Milano, Warsaw School of Economics. Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw, Middlesex University London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School "MIRBIS", Moscow, Huazhong University of Science and Technology (RUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.



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