

Management
Development
Programme

Negotiating to Win-Win

December 16 – 18, 2009

MDI Campus, Gurgaon



MANAGEMENT
DEVELOPMENT
INSTITUTE

Background

Negotiating deals (with suppliers/customers/dealers/distributors/workers) and using influencing skills (in their interpersonal context) is something that professionals must prepare themselves for. The need to understand power play, manage conflicts and develop strategies for successful negotiations is thus paramount. This is even more so in the context of market negotiated economy. "Negotiating to win – win" offers conceptual model, tactical approaches, assessment tools, and exercises to help you understand the dynamics of dispute resolution, bargaining and collaborative solutions and to develop your ability to manage it effectively in a variety of situations – one to one, team, organizational and inter-organizational.

The central issue that the programme deals with is understanding the behavior of the individuals, groups and organizations in the context of competitive situations. Practical exercises to communicate effectively and to develop cross – cultural negotiation strategies will enrich the course for participants working or aspiring to work in an international setup. That negotiating is an art that can be mastered, is fairly well accepted today. The development however is the shift from 'Negotiations to win' to 'Negotiations to win-win'. As professionals and organizations work towards mutually beneficial longterm relationships, this programme comes packed with knowledge of the subject, skills – training for better performance and insights into behaviours and expectations that can lead to enduring win-win solutions to business negotiation. The programme thus 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:

- Introduce participants to the types and processes of negotiations
- Offer tools for analyzing personal negotiation skills
- Expose participants to strategies of negotiations
- Develop communication skills for successful negotiations
- Enable participants to appreciate and hone a win-win negotiating style

Contents

- Introduction to types of negotiation, process of negotiation and characteristics of a successful negotiator
- Concepts to marshal resources for negotiations and devise negotiations strategies
- Negotiating with external stakeholders and managing interpersonal conflicts
- Communications skills for successful negotiations.

Pedagogy

Discussions, exercises, questionnaires, case analyses, role-plays and experience sharing will be used extensively to provide a feel of the subject. Negotiating Lab would be organized to provide hands on experience.

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 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 December 16 – 18, 2009 **on residential basis** at MDI Campus, Secor-17, Gurgaon. Accommodation for participants would be available at MDI Campus from the noon of December 15, 2009 to the noon of December 19, 2009.

Registration & Fee

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

The fee for the program is Rs. 27,500/- (Rupees Twenty Seven Thousand Five Hundred Only) per participant which includes professional fee & all charges for lodging and board and supply of course material. Payment should be made by a crossed demand draft/cheque in favour of "**Management Development Institute, Gurgaon (Haryana)**", and sent to the Chief Administrative Officer (Programmes), Management Development Institute, Post Box No. 60, Mehrauli Road, Sector 17, Gurgaon 122007-02, Haryana, INDIA.

Last Date

The last date for receipt of nominations is December 10, 2009 and the last date for withdrawal of nominations is December 14, 2009. 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 nomination(s) before sending the participants to the programme venue.

Enquiry

For any Additional information / enquiry, please write to:

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Programme Directors

<p>Prof. Subir Verma E-mail: sverma@mdi.ac.in Tel No.: +91-124-4560301 (Extn. 5301)</p>	<p>Prof. Subir Verma, Chairperson, Organizational Behaviour area, is a fellow (Ph.D) from the Indian Institute of Management, Ahmedabad. He is MA (Gold Medalist) and M.Phil from Delhi University. He is an active trainer and is involved in the training of managers from several public and private sector organizations such as Nestle India, Apollo Tyres, Usha international, ABB, Torrent Pharmaceuticals, Siemens Power Engineering Ltd., Power Grid, NTPC, Bank of Baroda, Indian Oil, ONGC, BEL, SBI, National Insurance Co. Ltd., Chambal Fertilizers etc. He has also been involved in several management development programmes for CEOs and Top management at IIM, Ahmedabad. He was a visiting faculty at ESCP-EAP, Paris, April-June, 2005, He has presented papers in prestigious national and international conferences held in India and abroad. His research, training and consulting interests, apart from conflict management and negotiation skills, are in Organization Design; Management practices for corporate and innovative excellence; Managerial empowerment and corporate change. Subir Verma is a recipient of fellowship from Club Internationale, Paris for research on Great Companies in France and India and is presently involved in writing cases and a book based upon his research. He is also the principal investigator of the AICTE sponsored and Funded National Project on "Identification and Benchmarking Best management practices in corporate Indian".</p>
<p>Dr. Gita Bajaj E-mail: gbajaj@mdi.ac.in Tel No.: +91-124-4560175 (Extn. 5175) Mobile: +91-9811902592</p>	<p>Dr. Gita Bajaj is a Ph.D. (Business Administration) from AMU and an E & C engineer (with distinction) from Thapar Institute of Engineering & Technology, Patiala. She is a licensed Practitioner of Neuro Linguistics Programming (NLP). Currently, she is an Associate Professor and Chairperson Corporate Communications at MDI Gurgaon.</p> <p>Dr. Bajaj teaches Influencing and Negotiation Skills and Managerial Communications to participants of long duration PG Programmes at MDI. Last year she also taught students at IIM Kolkata and executive students of University of Maryland. An avid trainer and consultant she has been training managers of various organizations including Cairn Energy, Eli Lilly, ABB, Roche Pharma, Nestle' India, IBM Daksh, Hero Honda, Coca Cola, Birlasoft, HP, NADT (National Academy of Direct Taxes), ONGC, SAIL, Bank of India, DCM, PGCIL, BEL, LIC, NIC, IFFCO, Chambal Fertilizers and Chemicals Ltd and the likes. Prior to joining MDI in 2003, she worked in the industry for almost 14 years. She was a consultant at NIEPA and was part of the team that prepared India's proposal to negotiate the Education sector under the WTO regime. Prior to that Dr. Bajaj was working with the Hindustan Times as the Editor HT Horizons and HT Careers (now called HT Power Jobs/shine.com). She was a columnist with The Pioneer newspaper and also wrote articles for The Indian Express edit pages.</p>

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 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 / 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 35 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 have 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

MDI maintains high level of academic excellence in management. It has over 80 full-time faculty 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, which 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, EDHEC Business School, France, The Institut d'Etudes Politiques de Paris (Sciences-Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universitat 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, Universita 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 (LUMS), 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 (HUST), 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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