



Mahindra™
University
Global Thinkers. Engaged Leaders.

CENTRE FOR
EXECUTIVE EDUCATION

Negotiation Strategies Programme

**Work with stakeholders, internal and external,
to solve problems and create value**





Overview

The negotiation process is a part of every manager's day to day interactions with stakeholders inside and outside the organization, whose cooperation is essential to achieve organizational goals. Since negotiation is pervasive in our daily activities, our sessions will focus on negotiation as an integral part of the managerial process.

Most good managers develop their negotiation style and skills intuitively based on their experiences. What you can expect from this course is a context to think systematically and critically about your experiences. This will allow you to establish a framework that will help you increase your learning every time you are involved in a negotiation. We will lay the foundation in this course for the continuous improvement that is necessary to excel in this critical competence.

Programme Objectives and Outcomes

- Improving the ability to negotiate in competitive as well as collaborative situations
- Increasing the level of awareness of the negotiation process
- Becoming familiar with specific concepts, principles and frameworks that will enhance the negotiation effectiveness
- Understanding and reflecting on personal style, and the impact it has on others
- Understanding how negotiation should be an integral part of the strategy of the organization

For Whom:

This course is suitable for middle to senior level executives, who habitually need to work with multiple stakeholder groups, internal and external, to achieve their organizations' objectives.

Key Topics covered in the Programme:

- Competitive negotiations
- Collaborative negotiations
- Team negotiations
- Multiparty negotiations
- Intra-organizational negotiations
- Softer aspects of negotiations

Learning methodology

- Negotiation Role-plays with increasing levels of complexity
- In-class discussion, review and debrief
- Learning Journal and Reflection

Session-wise details

Session 1: Competitive negotiations

Key Learnings:

- Understanding the drivers in competitive negotiations
- Setting expectations and understanding the building blocks of expectations
- Negotiation process and the importance of each stage in the process
- Principles of negotiation

Session 2: Collaborative negotiations

Key Learnings:

- Approach to Collaborative negotiations
- Convergence and divergence of needs
- Framing the negotiation
- The Negotiator's Dilemma; How to ensure win-win outcomes

Session 3: Team Negotiations

Key Learnings:

- When to negotiate in a team
- How to pick the team members
- Key items for team preparation
- Executing the team negotiation

Session 4: Intra-organizational Negotiations and Soft skills

Key Learnings:

- How to manage the relationship with the boss
- How to manage the relationship with peers
- How to deal with justified and unjustified anger in negotiations
- How to deal with difficult negotiators





FACULTY

Prof Ramakrishna Velamuri

Dr. Ramakrishna Velamuri is Professor and Dean, School of Management, Mahindra University. He was previously Chengwei Capital Professor of Entrepreneurship and Chair of the Strategy & Entrepreneurship Department at the China Europe International Business School (CEIBA). He served as the Academic Director of the CEIBS Center for Entrepreneurship & Investment and of the CEIBS Global EMBA Program.

Prior to joining CEIBS in 2007, he worked for four years on the faculty of IESE Business School in Spain, where he was the Academic Director of the Global EMBA Programme. He is a visiting professor at the Indian School of Business (ISB), Frankfurt School of Finance and Management, Bocconi University, and has taught at business schools in the US, Germany, Spain, Mexico, Peru, Uruguay, Egypt and Nigeria.

He has taught in executive programmes for companies like Tencent, China Development Bank, SASAC, Roche, Air Liquide, Du'nan, Bosch, Evonik, Buehler, Henkel Technologies, Abbott Laboratories, Goodyear-Dunlop, Grupo Santander, BBVA, Vodafone, Telefonica, Nissan Europe, and Hemas Group

His research focuses on how the ethical behaviors of firm founders influence their ability to mobilize stakeholder support, and the relationship between entrepreneurial strategies & firm growth. His research has been published in the Harvard Business Review, Journal of Management Studies, California Management Review, Journal of Business Venturing, Long Range Planning, Management & Organization Review, and in other academic and practitioner outlets. He has developed more than 50 research and teaching case studies.

He has worked as a consultant for the World Bank and the International Finance Corporation on projects in India, Nigeria, Ghana, Kenya, Tanzania, and Rwanda. Prior to joining academics, Dr. Velamuri worked in the international division of Grupo Tudor (Spain) and was personally involved in pre- and post-acquisition negotiations.

Programme Duration: 2 days

About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media and Liberal Arts AND Centre for Executive Education.

The University has world class collaborations with Cornell Universities SC Johnson College of Business, Virginia Tech, Centrale Supélec, BABSON and University of Florida which serves inter-disciplinary learning through live industry projects and in-built flexibility of course choices, making the education very practical catering the needs of the students.



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