AACSB ACCREDITED | ASSOCIATION OF MBAS ACCREDITED | EQUIS ACCREDITED

Bharatiya Vidya Bhavan's SPJIMR EXECUTIVE EDUCATION

Effective Negotiation Skills for Business Performance

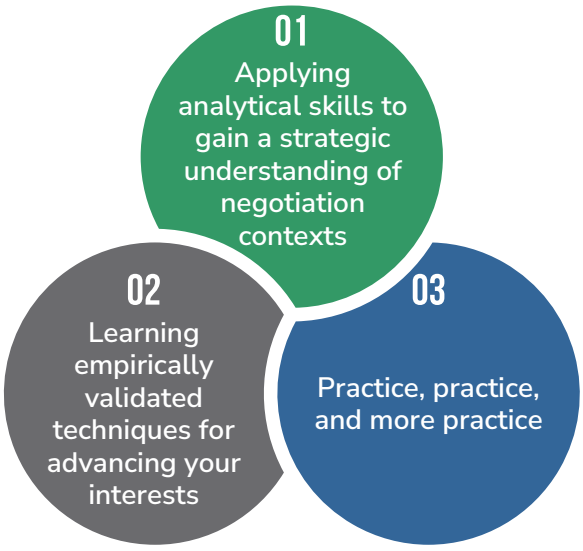
SPJIMR Delhi Campus | November 6 & 7, 2025

Programme Overview:

We negotiate every day to make our way through life. We need cooperation and collaboration from others in order to succeed and to build a useful network we need tact, personability and negotiation skills. This course will help participants understand their own underlying styles of negotiations, the types of negotiations, the techniques and strategies of negotiation and build their competency to deal in conflict situations. The sessions will bring in experiential learning through the use of exercises, mock negotiation and role-plays Peer learning and feedback would play an important role as well.

In this programme, you'll learn how to transition from a capable deal maker to an expert negotiator and how to create value for yourself and your organization. The goal of successful advanced negotiation is not merely "closing a deal" but arriving at the best possible agreement. Going beyond basic negotiation tactics, this highly interactive program delves into strategic planning and the systematic thinking that exemplifies expert negotiators.

Great negotiators are made through thoughtful, evidence-based skill building. Thus, the course is structured around:



You will have an opportunity to practice the acquired knowledge in hands-on activities such as scenario-based discussions, case studies and simulations in order to gain relevant skills.

PROGRAMME OBJECTIVES:

- Understand the concepts of negotiations, approached and structures
- Value the importance of information, interests, priorities, perspectives and leverage.
- Highlight the emotional and mental aspects of negotiation with the ethical and cross-cultural considerations.
- To prepare communication, strategy and teamwork; structuring the process
- How to gather useful and accurate information before and during negotiation. How to determine what to reveal when, and how to frame it.
- Effective speaking, facilitating, and problem-solving
- Personal Awareness: Noticing and adjusting your thinking patterns, emotional responses, speaking and non- verbal presence, and patterns of interaction. Being alert to what other people are thinking and feeling. Expanding your repertoire of approaches.
- Hands-on experience in negotiation, conflict resolution, and mediation through roleplays, exercises.

KEY HIGHLIGHTS:

- Practice negotiation skills in real time
- Interactive classes
- Gain insights with self-assessments
- Team discussions and team exercises
- Immersive learning through classroom discussions, exercises, and video cases
- Business problem solving scenarios

Programme Pedagogy:

The course delivery comprises a combination of lecture, case and exercises. The classroom learning involves concept discussions, case analysis, group-based learning and concept presentations.

Who Should Attend:

This programme is designed for middle to senior level management.

PROGRAMME COVERAGE

1 Introduction to Negotiations

- Fundamentals of Negotiations
- Basic concepts and tactics of bargaining vs negotiations
- The process or stages of Negotiation
- Negotiation Game
- Expanding the pie and win-win Negotiations

2 Negotiation Analysis

- Identify differences between distributive and integrative negotiations
- Systems two thinking – how to shape perceptions
- Gain an understanding of focal points of price negotiations, ZOPA, BATNAs, reservation price, common errors

3 Negotiation Styles

- Find out the different styles of negotiation and your own individual proclivity.
- Understand the science of cognitive bias and how it can impact your negotiation. Learn how to deal with Anchoring
- The art of Framing in successful negotiations and restraining from reacting negatively using negotiation Jujistu

4 Using Emotional Intelligence in Negotiation

- The power of and use of emotional intelligence in complex negotiations.
- Bringing empathy and assertiveness to the bargaining table.
- Dealing with difficult people

5 The Negotiation Process

- Listen and develop empathy to understand people better
- Develop an insight into the science of people and gain control
- Influence, persuade and charm. Principles of Persuasion

6 Preparing for a negotiation

- Focus on rapport and invite collaboration
- When are you done negotiating and when to walk away?
- Learn how to close a deal.

7 Norms around Culture and international differences

- Explore methods for negotiating across cultures and genders, the ethical implications in negotiating
- Social capital and strategic negotiations
- Culture and real-world constraints
- Cultural Impact on Models of Negotiation Hofstede's dimensions

8 Negotiations tools and multi-party Negotiations

- Map the differences of each party, recognizing barriers related to fairness and the medium of communication.
- Use a Negotiation canvas to build a framework for advanced planning.
- Conduct a negotiation in class.

Certificate of Participation: A certificate of successful participation by S.P. Jain Institute of Management & Research (SPJIMR) will be issued to each delegate at the completion of the programme.

ABOUT SPJIMR

SPJIMR is counted among the top 5 B schools of India. In addition to our Mumbai campus, we also have a state-of-the-art Executive Education Centre in Delhi.

We are a part of the Bharatiya Vidya Bhavan and function as an autonomous Institute with entrepreneurial agility. Our guiding principles are to influence practice and promote value- based growth. We build on this through pedagogic innovations and pioneering programmes, which have helped us carve a unique and distinctive path in management education. SPJIMR has been accredited by the Association to Advance Collegiate Schools of Business (AACSB), Association of MBAs (AMBA) (UK), and EFMD Quality Improvement System (EQUIS), SPJIMR is part of an elite group of institutions globally to achieve the prestigious **'Triple Crown'** of accreditations, placing it among the top 1% of global business schools.

Bharatiya Vidya Bhavan's S P Jain Institute of Management & Research (SPJIMR) is one of the seven Indian business schools (the other six are IIM Ahmedabad, IIM Bangalore, IIM Calcutta, ISB, IIM Indore and IIM Lucknow) to make it to the QS Global MBA rankings for the year 2023. This is the seventh consecutive year that SPJIMR is on this elite list. SPJIMR is part of the 151-200 rankings bracket for the fourth consecutive year.

In the Financial Times MiM 2024 Ranking, for the second consecutive year, SPJIMR stands out as the top-ranking Indian B-school, securing the 35th spot globally and #1 in India.

Our salient features are as follows:

- 44 years legacy of management education
- 25+ years of executive education
- Over 15,000+ alumni
- 100+ Corporate Partners
- 50+ Global Partners
- Renowned faculty with extensive corporate experience
- Globally recognized among top 5 B-Schools from India
- Triple Crown International accreditation by AMBA, AACSB & EQUIS

Fees: Rs 24,900 per participant + applicable taxes
(Early Bird, Alumni and Group Discount applicable)

PROGRAMME DIRECTOR

Prof. Vineeta Dwivedi
Associate Professor,
Organisation and
Leadership Studies

Dr. Vineeta Dwivedi is a communication expert with over 25 years of experience across media, academia, and industry. She specializes in interpersonal, strategic, and leadership communication, and teaches courses on negotiation, emotional intelligence, business writing, digital marketing, and critical thinking in the age of AI. She has also pioneered courses like Digital Democracy and The Use of AI in Communication to reflect the evolving communication landscape.

Her teaching integrates academic theory with real-world application, helping students and professionals navigate communication challenges with clarity, empathy, and impact. She actively mentors students in building confidence, career readiness, and communication skills, and has launched several student-led clubs focused on leadership and industry preparedness. Her research explores media trust, fake news, digital discourse, gender and communication, and the role of AI in human connection. She contributes to academic and media publications and leads digital strategy initiatives for institutional platforms.

Before academia, Prof. Dwivedi worked as a journalist and broadcaster with the BBC in London and served as CEO of KSS Ltd. She held leadership roles in business development, digital radio, and content partnerships across global and Indian markets. She has designed and delivered executive training for organizations such as P&G, BP, Tata Group, GAIL India, NDDB, the Indian Army, and ICAI. Her workshops focus on Leadership Communication, Executive Presence, Storytelling, Negotiation, Emotional Intelligence, and Reputation Management. With her interdisciplinary expertise and industry insight, Prof. Dwivedi brings a unique blend of academic rigour and practical relevance to communication education and leadership development.

For more information contact-

Dr. Ekta Saxena
Senior Lead - Executive Education
Mobile: +91 9911941090
E-mail:execprog.delhi@spjimr.org

Bhavan's S.P. Jain Institute of Management & Research
SPJIMR Delhi Centre -
Bharatiya Vidya Bhavan Campus, 3rd Floor, Gate No. 4,
Copernicus Lane, Kasturba Gandhi Marg, New Delhi-110001.
W: https://www.spjimr.org/executive-education/open-programmes