

Business Negotiation Skills

University of Malaya City Campus



Introduction

The ability to negotiate is one of the most valuable skills you can bring to any job. Whether you're after a pay rise, time off, a new job, getting someone to back off, more help or more recognition, the ability to negotiate will give you a much better chance of success.

Negotiation isn't just about getting your own way or giving in. In fact, those are the things that happen when people fail to negotiate. If you won't or can't negotiate then either you, or the people around you, are likely to end up feeling bitter and resentful. If you're the boss, you'll have an unhappy staff. If you're the junior, you'll feel downtrodden and used.

Negotiation is about both sides reaching a good outcome, or at least one they feel they can live with and have contributed to. It will almost certainly involve compromise on both sides.

Benefits

By the end of the programme participants would be able to:

- i. Match an integrated Model for Negotiation and relate it to their own experiences.
- ii. Define the characteristics of different negotiating situations and how to deal with them effectively.
- iii. Formulate a success strategy to improve their approach and style of negotiating others.
- iv. Plan for personal skills improvement.
- v. Organize situations more effectively whether with internal or external clients.

Programme Methodology

Various tools and techniques will be used to enhance learning and ensure transfer of knowledge and competency for practical application. The approach will employ interaction, participation, discussions and exercises.

Study Materials

The participants will be given Handout, Notes and Certificate during this programme.

Content

1. Introduction
 - Objectives
 - Definition
 - Key elements in negotiation
2. Conflict
 - Experiential learning-is conflict dysfunctional?
 - Sources of conflict & Models of conflict
 - Conflict/Power management
3. Negotiation Models
 - Distribute model
 - Integrative model
 - Combined model
4. Negotiation Process
 - Preparation & Agenda making
 - Demands & Intensive negotiation
 - Agreement/Non-agreement
5. Practice
 - Group work
 - Applying principles
6. Peer critique

Facilitator Zalina Zainal Abidin



Zalina is a dedicated training specialist who has a strong belief in organizational learning and employee towering strategies. She has more than 15 years of work experience in service operations, communications, Human Resource Management, Occupational Safety & Health and Education industry.

She is an experienced Human Resource Management – Trainer & Consultant, People Development Analyst and Training Module Designer. She has held managerial positions in diverse industries namely Service Industry, Integrated Facilities Management, vertical & horizontal transportation, manufacturing and construction. She was also the Program Assessor for private hospitals and service industry for a period of time.

As a trainer and consultant, Zalina has travelled extensively locally and abroad. Her areas of expertise are Training Needs Analysis, Performance Management System, Customer Service, Creative Thinking, Time Management, Leadership, Communication Skills, Organizational Behaviour, Problem-Solving, Negotiation Skills, Professional Office Safety Management and Hazard Identification at Work Place.

Registration Form

Personal Data

NAME			
RESIDENTIAL ADDRESS			
TELEPHONE	MOBILE PHONE	I/C NO	

Employer Data

EMPLOYER			
OFFICE ADDRESS			
TELEPHONE	FAX	EMAIL	

Registration Fee: RM850.00 only

Payment can be made by cash or using crossed cheque/bank draft/money order/telegraphic transfer made payable to UMCCed.

If you wish to pay through CIMB Bank, payment should be made payable to the account below:

Account Name : UMCCed
Account Number : 14400009148053
Bank : CIMB Bank

Please send a copy of your bank-in slip to UMCCed and a receipt of acknowledgement will be given.

Replacement or Cancellation

If you are unable to attend, a substitute or replacement is allowed at no extra cost provided that a written notice is given **TWO WEEKS** prior to the event. Cancellation from the course is subject to the following:

- Seven (7) working days prior to commencement – full refund
- Less than seven (7) working days prior to commencement – 50% refund
- After commencement – no refund will be made

Please note that **CANCELLATION BY PHONE** will not be accepted. UMCCed must receive a written notice as mentioned above.



For further information/registration, please contact:
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