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## Influencing & Negotiation

Professor Moray McLaren

It is often said: "You don't get in life what you deserve, you get what you negotiate". Everybody negotiates continuously. In business we negotiate on a daily basis internally with superiors, colleagues and subordinates, and externally with potential partners and competitors, investors and board members, clients and suppliers, employees and labor unions.

The concept of a dispute, difference, disagreement, or gap between two parties is central to understanding negotiation. There must be something to negotiate about - the future direction of your business, the price of a service which you are buying or selling or your next pay rise!

### Learning Objectives

- Self-evaluate and improve your personal effectiveness in negotiations and compare your performance to that of other negotiators
- Develop the tools needed to analyze negotiation situations effectively creating value in these negotiations
- Propel your negotiation performance from where you are today to where you want to be through a deepened analysis of past and present negotiation experiences

## INFLUENCING & NEGOTIATION

September-October, 2024

### Time Schedule

Influencing & Negotiation is a two-months Executive MBA Course with classes on September 12-13 from 08.30 to 17.00.

### Course Material

The course material consists of a course booklet with articles, cases and a set of class notes.

### Requirements

Students are required to attend all classes and to participate actively.

### Preparations

Students must have read all the cases, analyzed the information at hand, and prepared answers to the preparation questions for each case.

### Evaluation

Students will be graded on attendance and participation in class and on an individual paper.

### ECTS Points

The Executive MBA Course in Influencing & Negotiation will earn you 3 ECTS points.

### Tuition Fee

The tuition fee for the two-months Executive MBA Course in Influencing & Negotiation is DKK 25,000 exclusive of VAT.

### Sign Up or Learn More

You are welcome to call us at +45 7020 8828 to learn more or to send us an email at [info@avt.dk](mailto:info@avt.dk)



**Moray McLaren**

Professor, IE Business School

■ Moray graduated from the University of Wales with a BA in Political Science in 1988 before gaining an MA in economics from the University of London (London School of Economics). He then completed the professional exams as a lawyer with the College of Law in Guildford before gaining a diploma in dispute resolution at the London School of Economics (1999). Moray first studied negotiation as part of his legal studies, going on to train lawyers in negotiation skills at the International Development Law Organisation (IDLO) in Rome.