



EFFECTIVE NEGOTIATIONS

Effective negotiations are crucial
to value creation and success

7-8
JUN
2021
(Mon-Tue)
Hong Kong





Established in 1991, the HKUST Business School is recognized as one of the youngest and most respected Business Schools in Asia. Our programs are consistently ranked among the very best in the world by international media and our faculty is considered to be among the most qualified.

The HKUST Business School is committed to providing the best quality executive education in the world which focuses on creating a unique learning experience for our participants. We invite world-class faculty and international experts to teach on our executive programs. Participants will gain the cutting-edge insights and latest knowledge to keep them ahead in the dynamic business environment.

Program Overview

Managers negotiate every day across countless situations, whether it is negotiating a salary, getting team members to agree on how to do a project, working with suppliers and distributors, or clarifying work duties with one's boss or employees. In fact, constant negotiating is a way of life for managers. Clearly, negotiating is important to success with both one's career and personal life. Yet most people negotiate poorly and even good negotiators can become much better. Ineffective negotiations often waste time and money, hurt relationships, create ill feelings, and worst of all, leave the parties with few tangible results when it would be so easy to do better.

This program is designed to help you improve your negotiation skills. The focus will be on how people actually negotiate in the real world and what you can do to become a better negotiator.

Program Benefits

- Learn about yourself and learn to adapt your negotiating style to any situation
- Know when to reach agreement, and when to walk away
- Use your negotiating skill to influence others
- Develop an ability to structure and analyze negotiating situations with the objective of enhancing your personal performance and effectiveness

Upon completion of the program, participants will receive a certificate of participation issued by HKUST Business School.

Who Should Attend

This program will be valuable to professionals and executives who would like to become more effective negotiators.

Program Content

Negotiating Fundamentals

- Using alternatives to develop your bottom line
- Setting your target and expectations
- Maximizing value through win-win collaborative negotiating

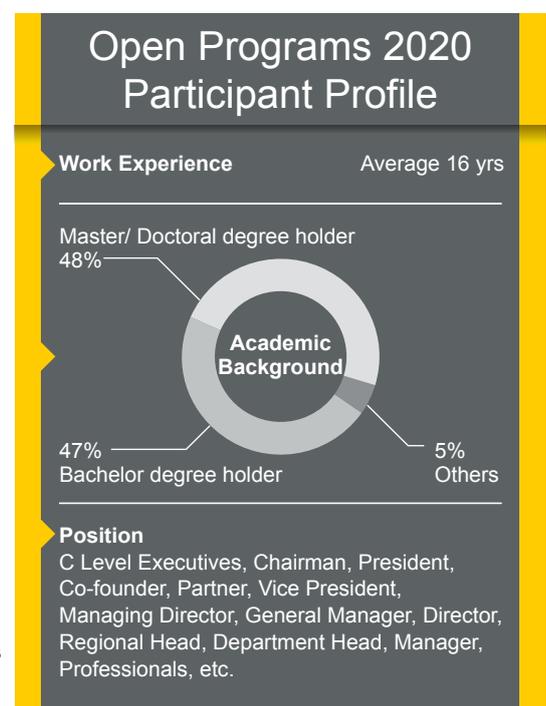
Tactical Objectives

- Opening offers – when (and when not) to open
- Pattern of concessions
- Honesty in negotiations
- Dealing with limited information

Contexts

- Negotiating job offers
- Negotiating in teams
- Coalitions

Understanding your personal negotiating style and its strengths and weaknesses





World Class Faculty

Professor Laurence Franklin

MBA, JD, Stanford University, CPA
Adjunct Professor, Department of Accounting,
Department of Finance and Department of Management
HKUST Business School

Professor Franklin has been working in Asia and actively involved in the China market since 1981, concluding over US\$9 billion in deals in Asia Pacific. He has been a consultant to many multinational companies for their China and Asian business.

Professor Franklin has negotiated over 300 deals in Asia Pacific during his 25-year career in financial services. He was the General Manager-Investments and Head Legal Counsel for Hutchison Whampoa (China) Ltd. Previously, he was the Deputy Managing Director of AIA Capital Corporation (the Asian investment banking subsidiary of American International Group, AIG). He was also the China Country Head of The First National Bank of Chicago (1985-1989).

In addition to HKUST, he has taught for several leading business schools around the world, including CEIBS, Chicago, Darden, Kellogg, MIT Sloan, Moscow School of Management SKOLKOVO, Stanford and Tsinghua.



Professor Stephen Nason

PhD, University of Southern California
Professor of Business Practice, Department of Management
Director, World Bachelor of Business Program
HKUST Business School

Professor Nason has been a full-time Professor in HKUST since 1995, where he has taught negotiations at MBA and Executive MBA levels for over 20 years. He has extensive experience in teaching, consulting, and conducting research in the US, Hong Kong, and Mainland China. He has taught in a wide range of undergraduate and postgraduate programs.

Professor Nason's research interests focus on negotiation, international management & culture, international HRM, organizational learning & organizational culture. His publications have appeared in the *Academy of Management Journal*, *Human Resource Management Journal*, *International Journal of Cross Cultural Management*, *Australian Journal of Management*, *The Academy of Management Annual Meetings* and *RGC* (Research Grants Council Hong Kong). He is one of the authors of the book: *Organizational Learning Capability: Generating and Generalizing Ideas with Impact* (New York: Oxford University Press).



▪ Fees

Program Fee	HK\$16,500
Early bird (by 7 May 2021)	HK\$14,000
HKUST Alumni # or Corporate rate/Group participation*	HK\$13,000

Program fee includes tuition, all teaching materials, refreshment and lunch

Including participants of our open programs

* 3 or more concurrent registrations

▪ Program Schedule

7-8 June 2021 (Mon-Tue)

9:30am – 12:45pm	Morning Session
12:45pm – 1:45pm	Lunch
1:45pm – 5:00pm	Afternoon Session

Daily schedule is subject to change

▪ Venue

HKUST Business School Executive Education Suite
3/F, Lee Shau Kee Business Building
The Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong

▪ Contact & Registration

Registration deadline: 28 May 2021

To register, please complete the registration form attached or online registration form and send the completed form with program fee by **cheque payable to “The Hong Kong University of Science and Technology”** to:

Mr. Garrie Pang, Assistant Manager

HKUST Business School Executive Education Office
Room 3011, Lee Shau Kee Business Building
The Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong

☎ (852) 2358 8013 (Mr. Garrie Pang)
(852) 2358 7541 (Ms. Christine Chan)
☎ (852) 2335 5836
✉ ExecEd@ust.hk
🌐 www.bm.ust.hk/ExecEd

Program fee is due upon acceptance of application.

Program details will be sent to participants by email 10 days prior to the program commencement date. If participants do not receive it accordingly, please contact the program office.

Places are available on a first come, first served basis.

HKUST Business School reserves the right to make any amendments to the program without prior notice.

▪ Cancellation and Refund Policy

A 50% refund of program fee is available for cancellation received in writing at least 4 weeks prior to the program commencement date.



Website



WeChat

HKUST BUSINESS SCHOOL EXECUTIVE EDUCATION PROGRAM

REGISTRATION FORM

(Photocopy of this form is accepted)

Please return the completed registration form to our office:

Mr. Garrie Pang, Assistant Manager
HKUST Business School Executive Education Office
Room 3011, Lee Shau Kee Business Building
The Hong Kong University of Science & Technology
Clear Water Bay, Kowloon, Hong Kong

✉ : ExecEd@ust.hk ☎ : (852) 2335 5836

Please affix your business Card here

Program Name & Date: _____

PARTICIPANT INFORMATION

Last Name (Mr / Mrs / Ms / Dr *) : _____

Given Name : _____

Name to be printed on the certificate : _____

Job Title : _____

Company : _____

Industry : _____

Job Responsibilities : _____

Correspondence Address (Office / Home*) : _____

Telephone : _____ (Office) _____ (Mobile)

Email : _____ Fax : _____

Highest Degree Obtained : _____

Work Experience (Number of years) : _____

If you are HKUST student or alumni, please fill in the following :

Program currently studying or graduated : _____

Year of graduation : _____ Student ID : _____

All information submitted will be kept confidential. Personal data will be used for the purpose of market research, program development and electronic direct mailing only.

Signature : _____ Date : _____

** Please delete where inappropriate*