

The Manchester MBA

Elective: **Negotiation Skills**

MANCHESTER
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The University of Manchester
Alliance Manchester Business School

Effective negotiation is a core capability for managers operating in complex, fast moving and increasingly international environments.

This elective introduces a structured, rational framework for planning and conducting negotiations, helping students understand how to analyse interests and options, manage dynamics between parties and select appropriate tactics for different situations.

Drawing on theory, practical tools and real world examples, the course explores both distributive and integrative approaches, as well as the psychological and behavioural factors that influence outcomes.

Students will apply these concepts through a series of individual and group negotiation exercises; role plays and case discussions.

The workshop format provides repeated opportunities to practise, reflect and refine techniques, supported by feedback and structured review templates.

By the end of the course, participants will be able to design negotiation strategies, influence effectively and adapt their approach to cross cultural and multi party contexts.

How you'll benefit



Apply a structured negotiation framework:

Learn how to plan, prepare and analyse negotiations using a clear, repeatable process.



Understand interests and value creation:

Identify underlying motivations, explore options and develop strategies that maximise joint value.



Use effective tactics and influence techniques:

Practise tools for framing, anchoring, managing bias and shaping the other party's perceptions.



Strengthen cross cultural negotiation capability:

Build confidence negotiating across cultures, roles and organisational settings.



Develop reflective and team based skills:

Use review templates to evaluate performance and improve both individual and team negotiation effectiveness.

Delivery method

This six month course is delivered through a three-day in-person workshop, supported by online learning.



Malcolm Smith

Joint Unit Director for Venture Capital and Private Equity, Malcolm has 20 years of teaching experience at AMBS, specialising in negotiation skills, and alternative finance.

He brings extensive industry expertise as a former CEO, entrepreneur and currently holds board positions in a number of industries.

He has hands-on experience in private equity, venture capital, and turnaround situations. His teaching integrates practical insights from working with start-ups, SMEs and large scale international enterprises.



Judit Csiszar

Dr Judit Csiszar is an Associate Professor and Senior Lecturer in Management and Leadership in Healthcare at AMBS, and Academic Director of the Negotiation Skills Unit.

More than 30 years of international negotiation experience, she has advised organizations at both European and global levels, leading partnership, contract, and funding negotiations across the government, corporate, and non-profit sectors in over 30 countries.

Her work brings a distinctive cross-sector perspective to negotiation, shaped by expertise in global development, innovation, and complex stakeholder engagement.

Have any further questions about The Manchester MBA?



Please get in touch - mba@manchester.ac.uk

This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.