



# BANCO SANTANDER NEGOTIATIONS PROGRAM

UCLA Anderson School of Management  
Los Angeles, California

A 3-day program that enhances participants' practical skills as negotiators, with a focus on their professional lives as university administrators.

## Learning Objectives

- > Develop self-insight on negotiation skills
- > Learn to prepare for and effectively conduct negotiations
- > Learn to view negotiation as a learnable and improvable skill
- > Improve decision-making skills

## Key Topics

- > Distributive and integrative context identification and negotiation strategies
- > Systematic and effective preparation for negotiation
- > Overcoming basic decision-making biases
- > Benefits of mutual gains negotiation
- > Enlarging the definition of negotiations
- > Understanding negotiation through action
- > Ethics and cross-cultural negotiations
- > Learning to manage group dynamics

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## Target Audience

Vice presidents of administration at select universities

## Selection Process

To nominate an employee for participation in this program, please contact the Director of Banco Santander Universities.