



# BABU BANARASI DAS INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Formerly known as Babu Banarasi Das National Institute of Technology & Management)  
Affiliated to Dr. A.P.J. Abdul Kalam Technical University (AKTU College Code : 054)  
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Phone Number.: +91 - (522) - 6196222 / 6196223 / 6196349

## “Negotiation Techniques for Managers and Entrepreneurs”

**Institution's Innovation Council is Organising a  
Workshop on  
'Negotiation Techniques for Managers & Entrepreneurs'**

**Our Speaker**

**Dr. Vimal Babu**  
Associate Professor  
SRM University, Amravati  
Andhra Pradesh

Scan QR Code to Register

24th December 2021  
6:30 PM Onwards

Zoom

Contact Us At  
[academicmba2021@gmail.com](mailto:academicmba2021@gmail.com)  
[/ibcbdditm054](https://www.facebook.com/ibcbdditm054)

Dr. Preeti Mishra  
President, IIC

Dr. Neha Pandey  
Social Media Coordinator, IIC

Dr. Abhimanyu Kumar Yadav  
Convener, IIC

Asst. Prof. Neha Gupta  
ARBA Coordinator

Prof. Rudrendra Bahadur Singh  
IPA Coordinator, IIC

1. **Date and Time Of Event** : 24 December 2021, 06:30 AM onwards
2. **Mode** : Online
3. **Venue** : ZOOM
4. **Social Media Link** :

<https://www.facebook.com/217714502330934/posts/1104499453652430/>

### News Paper Publication in Voice of Lucknow

<https://www.facebook.com/217714502330934/posts/1108164393285936/?sfnsn=wiwspwa>

5. **YouTube Link** : [https://youtu.be/\\_8iZ\\_yqCzD4](https://youtu.be/_8iZ_yqCzD4)

### 6. **About The Speaker:**

Dr Vimal Babu , Associate Professor, SRM University Amravati , Andhra Pradesh

Dr. Vimal Babu is certified in negotiation from Asian Institute of Management (AIM), Manila, Philippines and United States Institute of Peace (USIP). Regularly, he offers Executive Development Programs (EDPs) to corporate executives in the field of Negotiation, Leadership and Adaptive Human Behaviour. Dr. Babu's first international textbook as a lead author is in press (2022). The book

7. **Expenditure of the event: Rs 400/-**

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## 8. Objectives:

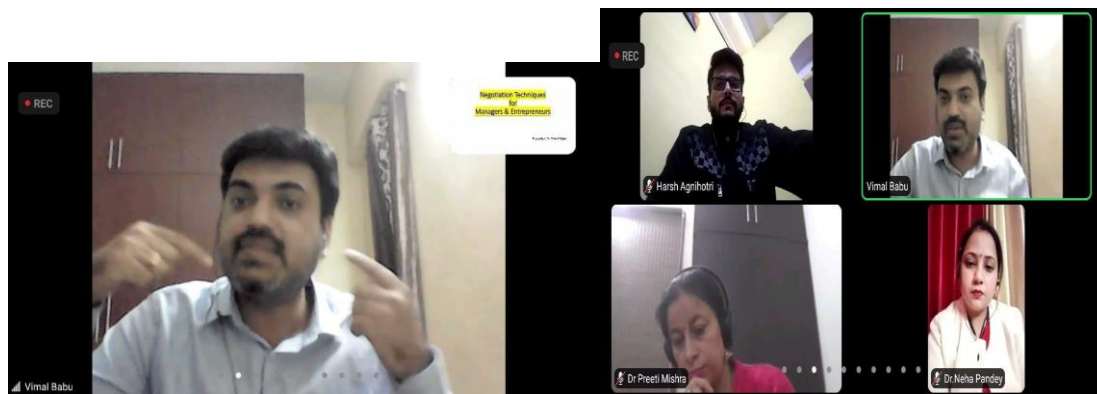
1. The objective of organizing this workshop is to understand the concept of Negotiation
2. This workshop aimed to solve the queries of those, who wants to Develop the Habit of Negotiation. They must know how to Practice it or initiate it.
3. Interested Students gained the knowledge of Locking a good Deal with Basic to Best Negotiation Techniques.
4. Students also understood the challenges and how to deal with it.

## 9. Outcome of the event:

With the help of this workshop all the Students and teachers came together to talk about the importance of Negotiation Techniques into the organization. As a Management student each one should understand the basics of negotiation. In this workshop students interacted, evaluated and understood the importance of dealing with great negotiation strategies.

They understood that it is very important to have an excellent communication skills, they come to know about top books and author. What qualities are required to enhance their skills? They understood their skillset requirement by performing in better way and it is very much essential for their multidimensional development.

## 10. Pics of the event :





• Vimal Babu, Ph.D.  
 • Associate Professor of HRD & Entrepreneurship, SEAMS, SRM Univ-AP, Amaravati (INDIA)

• Robert D. Hisrich, Ph.D.  
 • Department of Marketing and Entrepreneurship  
 • Bridgestone Chair Of International Marketing  
 • Campus: Kent, Ohio (USA)

Available at:    



5 FORMS OF POWER

COERCIVE: Make the ability to punish for non-compliance

LEGITIMATE: Hold the formal right to make demands

REWARD: Have the ability to compensate for compliance

REFERENT: Depend on others' respect, willingness, right to respect

EXPERT: Depend on superior skill and knowledge



**Negotiation Techniques  
for  
Managers & Entrepreneurs**

Presenter: Dr. Vimal Babu

## 11. Media Coverage:

### बीबीडीआईटीएम में वर्कशॉप का आयोजन

**वर्कशॉप संवाददाता (vol)**

लखनऊ: बाबू बनारसी दास इंस्टीट्यूट ऑफ टेक्नोलॉजी एंड मैनेजमेंट, लखनऊ के इन्वेंट्रियन कॉलेज एवं प्रबंधन विभाग में डिजाइन थिंकिंग, क्रिएटिव थिंकिंग एंड इन्वेंट्रियन डिजाइन विषय पर एक वर्कशॉप का आयोजन किया गया। जिसको मुख्य वक्ता डॉ. सपना मोदी थी। इस कार्यक्रम का शुभारम्भ बीबीडीआईटीएम के प्रमुख वक्ता डॉ. सपना मोदी वरतमान में आई टी एम, बिजनेस स्कूल, नवी मुंबई में विभागाध्यक्ष डीन एकेडमिक्स के रूप में कार्यरत हैं। इनका शिक्षा के क्षेत्र में 25 वर्ष का अनुभव है

और वे अनेक पुरस्कारों से सम्मानित हैं। डॉ. सपना मोदी ने डिजाइन थिंकिंग विषय को क्रिएटिविटी एवं इन्वेंट्रियन के संदर्भ में समझाया कि डिजाइन थिंकिंग किसी ग्राहक या प्रयोगकर्ता की सोच को अपने उत्पाद को तरफ मोड़ने की प्रक्रिया को कहते हैं अर्थात् सोच को डिजाइन करना। उन्होंने बताया कि डिजाइन थिंकिंग प्रक्रिया को अपनाते वालों को कंपनियों में प्रोत्साहन देना ही चाहिए है। इस प्रक्रिया का मुख्य लक्ष्य उपभोक्ता की समस्या को समझकर उसका समाधान प्रदान करना है। उन्होंने इसके 5 एक्शन को विस्तार में समझाया। कार्यक्रम के समापन में प्रोफेसर विनय कुमार वादव ने डॉ सपना मोदी को धन्यवाद ज्ञापित किया। इसी क्रम में एक अन्य वर्कशॉप विषय, नेगोशिएशन टेक्नीक कोर मैनेजर एंड ऑफिसनोस का आयोजन किया। वर्कशॉप के मुख्य वक्ता डॉ विमल बाबू थे। डॉ. विमल बाबू एस आर एम, यूनिवर्सिटी, अमरावती में एसोसिएट प्रोफेसर के पद पर कार्यरत हैं एवं एशियन इंस्टिट्यूट ऑफ मैनेजमेंट, मनीला, फिलिपींस एंड यूनाइटेड

स्टेट्स इंस्टिट्यूट ऑफ पीस के सर्टिफाइड नेगोशिएटर हैं। डॉ. विमल बाबू ने बताया कि नेगोशिएशन किसी भी बिजनेस में अच्छे सम्बन्ध बनाने, गुणवत्ता परक सहयोग के लिए आवश्यक है। यह एक प्रकार के लें-देन का माध्यम है जिससे बहुत ही आसान तरीके से किसी भी विवाद को सुलझाया जा सकता है। इसे अन्याय से और न्याय आच्छे तरह से किया जा सकता है। डॉ विमल ने इसके 5 प्रकारों को भी विस्तार से बताया। उन्होंने बताया कि एक अच्छा नेगोशिएटर सतानुपूर्ति पूर्ण रीतिकोंग के साथ साथ दृढ़ निरन्धन वाला भी होना चाहिए। छात्रों ने उपरोक्त विषय से सम्बंधित प्रश्नों के उत्तर प्राप्त किये। कार्यक्रम के समापन में आईआईसी कन्वेंटर डॉ. अभिमान्यु कुमार वादव ने डॉ. विमल बाबू को व सभागृह डीन को धन्यवाद ज्ञापित किया। कार्यक्रम के संवादात्मक नेता गुणा, डॉ निहा पंडेय व प्रोफेसर सेंट्रल बहादुर सिंह के साथ छात्र को ऑडिटेडर्स अभिनास सिंह, वैशाली और आरणा का पूर्ण सहयोग रहा।

## 12. Overall Summary:

**BBDITM IIC (Institute Innovation Council)** organized a workshop on the topic **“Negotiation Techniques for Managers and Entrepreneurs”** on **24 December 2021** from **6:30 PM** onwards. The speaker of the session was **Dr. Vimal Babu, Associate Professor,**





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**SRM University, Amravati, Andhra Pradesh** Dr Vimal Babu is Certified in negotiation from Asian Institute Of Management (AIM), **Manila, Philippines and United States of Institute of Peace (USIP).**

About 100 participants attended the webinar The event is coordinated under the guidance of Dr. Preeti Mishra, IIC President, Dr. Abhimanyu Kumar Yadav, IIC Convener, Dr. Neha Pandey, Social media coordinator IIC and Prof. Rudrendra Bahadur Singh, IPR coordinator IIC and coordinated by students' coordinators Avinash kr Singh, Vaishali Dubey.

Dr. Vimal Babu talked about the Importance of Negotiation in the field of Business Administration for managers and Entrepreneurs and what challenges they have to tackle. He also detailed about various situation that comes in the process of negotiation and on what basis a good negotiator can lock a **GOOD DEAL** because he also emphasized more on getting a good deal rather than locking just a deal. He also suggested few books for the interested students and for the Faculty member. The session was very much interactive as some students asked questions regarding the **BETTER UNDERSTANDING OF THE MENTIONED TOPIC.** It was a Great Initiative by The Faculty and student participated with great enthusiasm,

### 13. Attendance:

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Participant Name	Status
Aashana Singh (me)	Present
Dr Preeti Mishra (Host)	Present
Vimal Babu	Present
Abhilasha Dixit	Present
Abhimanyu Yadav	Present
ABHINAV PANDEY	Present
Abhishek Chaubey	Present
Agha Hayaat Fatma	Present
Aman Kr Mishra	Present
Aman Rai	Present
Amit Dixit	Present
Anish Khan	Present
Anita Patel	Present
Anjali Gupta	Present
Anjali Pandey	Present
Ankit Nishad	Present
Ankur Singh	Present
Anshika Pandey	Present
Anurag singh	Present
ARNAV PATEL	Present
Ashish	Present
AVINASH SINGH	Present
Ayushi	Present
B5_Suraj Singh Rajput (37)	Present
B8_12_GUNJAN KUMAR SH...	Present
Chitranshi chandra	Present
Diksha Gupta	Present
Divya Pandey	Present
Divya Yadav	Present
Dr Anupama kumari	Present
Dr. Gyan prakash Srivastava	Present
Dr. Ritu Singh	Present
Dr.Neha Pandey	Present
Ekta Tripathi	Present
Gargi Pandey	Present
Gopesh Tripathi	Present
Harsh Agnihotri	Present

## 1. Duration of Activity(in mins):-

6:30 PM – Zoom meeting started by the IIC President Dr Preeti Mishra

6:31 PM - onwards – Meeting attendees enters the meeting

6:35PM – Welcoming all the attendees and Introduction of the Speaker by Mr Avinash Student coordinator, MBA

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- 6:40 PM - A formal welcome speech by Dr. Preeti Mishra, IIC President
- 6:45 PM – Presentation started by the speaker, Dr. Vimal Babu
- 8:00 PM – Presentation concluded
- 8:01 PM- Q & A session
- 8:05 PM- Appreciation speech by Prof. (Dr.) S.S. Chauhan, Director, BBDITM
- 8:10 PM- Formal vote of thanks by Dr. Abhimanyu Kumar Yadav, IIC Convener
- 8:12 PM – Vote of thanks by the student coordinator Ms. Vaishali Dubey
- 8:13 PM – Meeting ended by the faculty coordinator.

**2. Number of Students Participants:-** 97 Participants participated from different Colleges and Universities.

**3. Number of Faculty Participants:-** Four

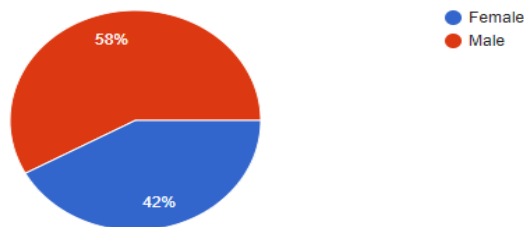
- i. Dr. Preeti Mishra
- ii. Dr. Abhimanyu Yadav
- iii. Prof. Rudrendra Bahadur Singh
- iv. Dr. Neha Pandey

**4. Feedback of the Event:-**

[https://docs.google.com/forms/d/1FBAcq6tokbsiSj\\_1PoETZ1SIgXyOWu0x4AJozLjgxu4/edit#responses](https://docs.google.com/forms/d/1FBAcq6tokbsiSj_1PoETZ1SIgXyOWu0x4AJozLjgxu4/edit#responses)

Please enter your gender

119 responses



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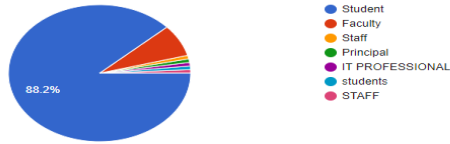
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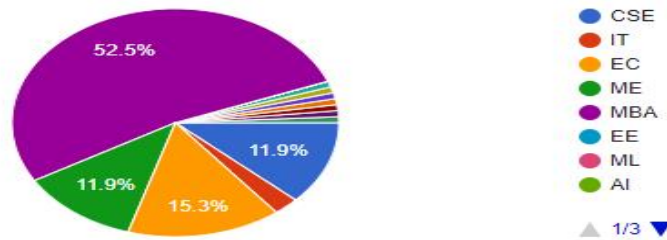
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Category  
119 responses



Department  
118 responses



Designation if the participant is Faculty  
33 responses



Institute/College/University  
119 responses



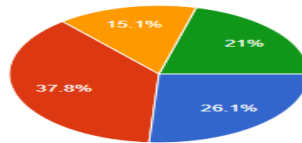
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Which of the following is not an element of integrative negotiations?

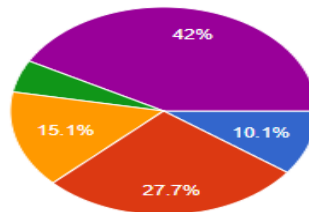
119 responses



- a focus on commonalities
- an attempt to address positions
- a required exchange of information and ideas
- the use of objective criteria for standards of performance

Halo effects occur when .....

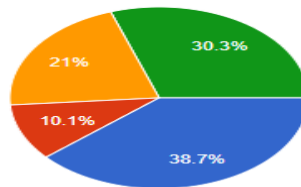
119 responses



- attributes are assigned to an individual solely on the basis of his or her membership in a particular social or d...
- people generalize about a variety of attributes based on the knowledge of...
- the perceiver singles out certain information that supports or reinforces...
- people ascribe to others the characteristics or feelings that they po...
- All of the above describe halo effects.

Expert power is .....

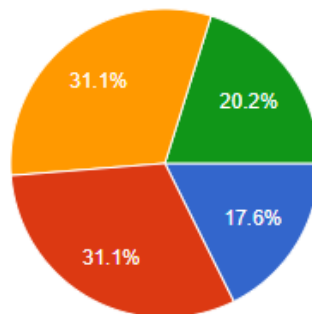
119 responses



- given to those who are seen as having achieved some level of command and mastery of specific information.
- userability ratings
- derived from occupying a particular job, office, or position in an organizational hierarchy.
- D) derived from the ability to assemble and organize information to support the desired position, arguments, or outco...

Negotiators always run the risk of encountering other parties who, for any number of reasons, are difficult negotiators. That difficulty may be intentional or due to

119 responses



- inexperience
- philosophical differences
- inadequate skill
- lack of sophistication

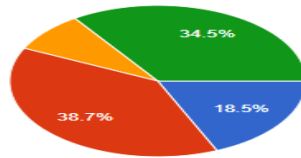




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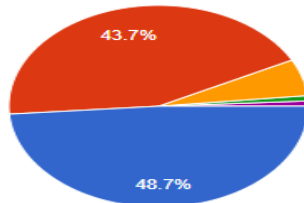
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At the top of the best practice list for every negotiator is  
119 responses



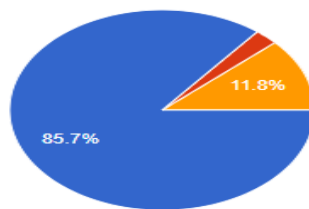
- managing coalitions.
- diagnosing the structure of the negotiation.
- remembering the intangibles.
- preparation.

What is your level of satisfaction for the workshop ?  
119 responses



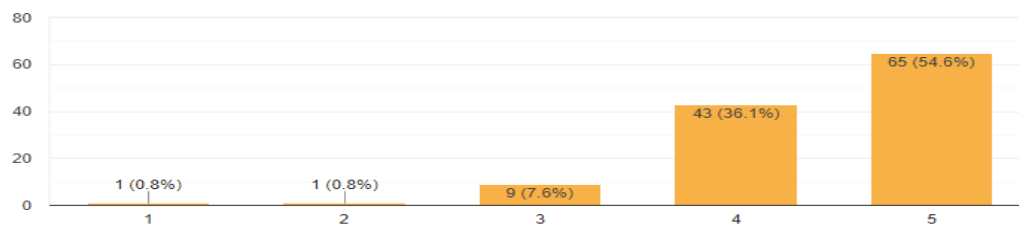
- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

Would you recommend a similar event to a friend ?  
119 responses



- Yes
- No
- Maybe

How valuable was the session for you ?  
119 responses



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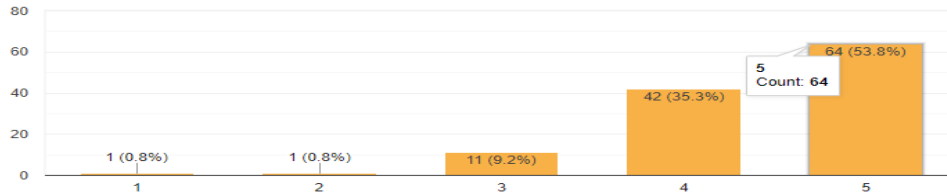
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How would you rate the content of the workshop ?

119 responses



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