


## Report on Guest Lecture "Negotiation" by Kamal K.Jain IIM Indore on 8 th January, 2020.

In the beginning of the January 2020 session, Department of Business Administration, Guru Nanak Dev Engineering College, Ludhiana is organized a Guest lecture for two hours (10:00 am to 12:00 noon) on "Negotiation" by eminent and renowned Academician Dr.Kamal.K.Jain; Professor IIM Indore on 8 th January, 2020. Dr. Jain discussed the Principles of Negotiation and he elaborate the various examples with the help of audio and video clippings. He highlighted the Key words Batna (Best Alternative to a negotiated agreement) and Anchor (Anchoring, or establishing a reference point in a negotiation, is a technique that can help you get the best deals). The case study of Hamilton Real Estate - seller was discussed. He emphasized on "Compliment" that is infantry of Negotiation. He involved the students in an exercise and divides the students in the group of two. Exercise is on Rs.200 are to be divided two of you .Try to get as much as you can of Rs.200. It is really important that you should get Rs.110. Make any story that may help you. Students actively participated and told their stories to the expert.

  
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