EXCELLENCE IN MANAGERIAL COMMUNICATION

Dates
December 19 - 22, 2016

Programme Directors
Prof. Pragyan Rath & Prof. Apoorva Bharadwaj

Venue
Management Development Centre (MDC),
IIM Calcutta Campus
Diamond Harbour Road, Joka
Kolkata – 700104
Phone: 033 2438 0500
INTRODUCTION:
Communication is not only about employing good language and its refined usage, but also is about the strategic planning to be undertaken for each and every communication episode keeping in perspective audiences, objectives, context, alternative media of communication and choices of technique and style. We will introduce the concept of communications from a managerial perspective, and will demonstrate the linkage between the strategic role of Communications and the performance of communication skills through various communication enactments in diverse managerial contexts.

KEY TOPICS:
The Programme will be woven around the following themes:

- Communication as Strategy rather than just Language
- Persuasive & Argumentative Skills
- Prevention and Resolution of Conflict through Communication
- Public Speaking: Preparing & Delivering Content
- Inter-cultural Communication
- Business Messages
- Business Reports/Proposals/Plans
- Presentations and Feedback (video-recorded)

OBJECTIVES:

- To explore effective communication as strategic understanding of audiences, objectives, context, alternative media of communication and choices of technique and style.
- To employ persuasive and argumentative skills to sell changes in organisation.
- To adopt communication strategies for prevention and resolution of inter-personal conflicts at work-place.
- To use oratory skills to develop motivation and inspiration.
- To comprehend and practice inter-cultural communication skills so as to function effectively in cross-cultural contexts.
- To draft diverse kinds of business messages (negative, sensitive & persuasive) for effective communication.
- To structure and draft business research reports, proposals and plans.

PEDAGOGY:
Pedagogy involves interactive mix of case studies, experience sharing through discussion, presentations, role plays and reflections. Final presentations will be an attempt to apply all the communication principles discussed in classes. These presentations will be video-recorded and a comprehensive personalized feedback will be given, along with the recorded videos.

EXPECTED PROFILE OF PARTICIPANTS:
This programme has been designed for middle level executives in public and private sector industries and, multinational companies, whose job profiles involve engagements in managerial responsibilities.
PROGRAMME DIRECTORS:

Prof. Pragyan Rath is an Assistant Professor in Business Ethics and Communication group of the Indian Institute of Management Calcutta (IIMC). She has done her doctoral thesis on visual and verbal representations from the Indian Institute of Technology Bombay (IITB). She has researched extensively on ekphrasis (visual and verbal forms of representations) with related publications in national and international journals and related paper presentations in national and international conferences. She has also authored The “I” and the “Eye”: The Verbal and the Visual in Post-Renaissance Western Aesthetics (Cambridge Scholars Publishing, 2011). She teaches managerial communications and advanced analytical skills in post graduate and executive programmes, and qualitative research methods in research programmes.

Prof. Apoorva Bharadwaj is an Assistant Professor in the Business Ethics and Communication group of the Indian Institute of Management Calcutta (IIMC). A gold medallist in M.A. (English), she is UGC-NET and SET qualified. She has done her doctoral work in American fiction and has authored numerous articles, poems, short stories published in newspapers, national and international journals. Her research publications in national and international journals focus on marketing communications, organisational communications, literature and management, Shakespeare and leadership, and inter-cultural communications. She has presented papers in various international conferences in India and abroad. She teaches Managerial Communications, Shakespeare on Leadership and Inter-Cultural Business Communication. She has also authored The Narcissism Conundrum: Mapping the Mindscape of Ernest Hemingway through his Epistolary and Literary Corpus (Cambridge Scholars Publishing, 2013).

PROGRAMME DURATION: December 19 - 22, 2016

Check in: December 18, 2016 (6:00 pm onwards)

Check out: December 22, 2016 (2:00 pm)

This Programme will be held at the Management Development Centre (MDC), inside the Indian Institute of Management Calcutta campus, during for a period of three and a half days.

For Residential participants, accommodation is arranged from the evening of the day before the start of the Programme. Participants must report at the venue of the Programme by the evening of December 18, 2016. The Reception at MDC is manned round the clock.

The Programme will be over by 2.00 p.m. on the last day. Participants are requested to make their travel plan accordingly.

PROGRAMME FEES:

The Programme fee for each residential participant will be ₹ 55,000/- plus applicable Service Tax, which will cover the cost of board and lodging, tuition, course materials, etc.

Discount on Programme fees: A discount of 10% on the Programme fees can be availed by an organisation if it nominates at least 4 participants for a particular MDP.
HOW TO ENROLL

Enrolment Form for nomination or participation can be downloaded from the ‘Executive Education’ section of our website, www.iimcal.ac.in. Kindly fill in this form mentioning full details of the participant(s), sponsoring organisation, and the payment particulars. The filled in form(s) along with Cheque/Demand Draft (if any) need to reach the CMDP Office well in advance before commencement of the Programme. In case of online payment, the filled in forms may be scanned and e-mailed to us.

The Programme fees can be paid in any one of these three ways:

A. Demand draft/Cheque payable at Kolkata.

The cheque/draft should be drawn in favour of “INDIAN INSTITUTE OF MANAGEMENT CALCUTTA”.

B. Electronic Fund Transfer through NEFT/RTGS.

Kindly contact the CMDP Office to get our Bank Account and other relevant details.

C. Payment Gateway.

Please visit the IIMC website www.iimcal.ac.in and access the ‘Executive Education’ section for payment through Net Banking or Credit/Debit cards.

In case of online payment, kindly intimate the CMDP office with the relevant transaction details through email, so that we can connect your remittance to your nomination.

Please note that confirmation of participation will be provided only on receipt of Programme fees by CMDP Office.

You are encouraged to send in your nominations at least 3 weeks prior to the commencement of the Programme. However, we accept nominations up to 2 weeks before the start of an MDP, subject to seat availability.

Please Note:

- Participants would have to make their own travel arrangements.
- Accommodation at IIMC will be provided till 2.00 p.m. on the last day of the Programme.
- If a participant fails to attend the Programme, no refund of fees will be made. However, the same can be adjusted during current or next financial year. In case the programme is being cancelled by IIMC, the programme fees will be refunded in full to the person/organisation concerned.

Our correspondence address is as follows:

CMDP Office
Management Development Centre (MDC)
Indian Institute of Management Calcutta
Diamond Harbour Road, Joka
Kolkata - 700 104
Phone: +91 33 2438 0500/2467 8300-06 (Extns: 6011/6012/6005),
Email: program_mdp@iimcal.ac.in

For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in.