



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

ANALYTICAL COMMUNICATION AND DATA PRESENTATION

 Programme Directors: Prof. Pragyan Rath & Prof. Nandita Roy

 Programme Dates: September 19 - 23, 2022

 Programme Venue: MDC, IIM Calcutta



INTRODUCTION

The agile market is rapidly transitioning from personality driven narratives to a data driven image economy. Hence, to score in an agile market, the executive has to transition from specialization-based managerial skills to analytical-based decision-making skills. The objective will be to develop and enhance analytical skills in a managerial/business context with a spike on communication. Since analytical communication involves the development and display

of specific market research and data driven narratives, the Programme will emphasize ongoing strategic argumentation practices as sustained skill development through the following organizational phases of decision-making processes:

- Convince diverse stakeholders in different business contexts
- Argue strategically for implicit-buy in; and
- Develop impactful story-boarding content for achieving organizational edge

OBJECTIVES:

Since the markets and firms and executive roles are transitioning into what Accenture calls Disruptive Markets, Tempo Firms, and Agile Employee Force, we will provide exposure to innovations in internal stakeholder communication practices in and around decision-making processes that employ transitions from:

- Competitive advantage to organizational edge
- Emotional narratives to data driven narratives
- Number-based to visual-based communication
- Offline to hybrid communication
- Self-awareness tests to gamifying communication
- Porter's Five to SODA Loop analytical frameworks



PEDAGOGY

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



WHO MAY ATTEND

This programme has been designed for middle level executives in public and private sector industries and, multinational companies, whose job profiles involve engagements in executive responsibilities in consulting, branding, marketing communication, analytics, HR, Corporate communication, and other executive roles in their firms.



KEY TOPICS

The Programme will be woven around the following themes:

- Strategic Argumentation Frameworks – creating implicit buy-in arguments
- Data Driven Communication – delivering convincing presentations
- Visual Communication – Visuals as nudge factors in credibility and benefit building exercises
- Hybrid Communication – the 'new organizational normal'
- Gamifying Communication – developing futuristic improvement/growth arguments for the agile employee
- Disruptive Communication Framework – driving organizational-stakeholder practices through prediction-based arguments



PROGRAMME DIRECTORS:

Dr. Pragyant Rath teaches communication at the Indian Institute of Management Calcutta. Her research is multidisciplinary, at the intersection of post positivist critical thinking traditions, visual-verbal media intersection with special emphasis on semiology. Her academic training in ekphrastic traditions (visual-verbal) in humanities and aesthetics informs her understanding of corporate communication. She seeks to better understand how the intersecting fields of visual and verbal representations can help create a more nuanced methodology in market research.

Dr. Rath's teaching philosophy is to inculcate conceptual imagination and the transitioning ability of the same into innovative methods of inquiry. Through design based critical pedagogy using elements of visual-verbal representational intersection, she seeks to contextualize the application of a new technique of representation – ekphrasis – into market analysis, thereby bridging the gap between the arts and business.

She has written extensively on innovative methods of communication analytics and pursues to contribute further in the multi-disciplinary field of corporate communication.

Dr. Nandita Roy teaches communication at the Indian Institute of Management Calcutta. Her research is multidisciplinary, at the intersection of philosophy, technology, gender studies, storytelling and new media, with special emphasis on video games. Her academic training in qualitative research methods in humanities and new media, coupled with her experience in the media and communications industry, informs her understanding of philosophy, ethics, gender and media. She seeks to better understand how these intersecting areas can help create a more diverse, inclusive and ethical business environment.

Dr. Roy's teaching philosophy is to inculcate in her students a sense of inquisitiveness and joy in learning. Through inclusive critical pedagogy using elements of game-based learning, she seeks to contextualise theoretical ideas for application in business contexts, thereby bridging the gap between theory and praxis.

She has previously worked at the Indian Institute of Management Lucknow, and National Geographic Channel, India.

PROGRAMME DETAILS

- **Duration:** September 19 - 23, 2022
- **Programme Commencement:** 9:00 AM on September 19, 2022
- **Programme Conclusion:** 2:00 PM on September 23, 2022
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
- **Check in:** September 18, 2022 (6:00 pm onward)
- **Check out:** September 23, 2022 (2:00 pm)



PROGRAMME FEES

- **Residential (R):** ₹ 120,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 110,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA’S RANKINGS AND ACCREDITATIONS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B-school in India to be a part of the prestigious CEMS. (The Global Alliance in Management Education or CEMS (formerly the Community of European Management Schools and International Companies) is an international cooperation of leading business schools and universities with multinational companies and NGOs).
- IIM Calcutta has been ranked at No. 2 in India and 59 Globally in the Financial Times Executive Education Ranking 2022. IIM Calcutta had secured 2nd rank amongst all B-schools in India and 21st Globally, in Financial Times: Masters in Management Rankings 2020.



Our correspondence address is as follows:

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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