



# INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

## COMMUNICATION AND PRESENTATION SKILLS



**Programme Director: Prof. Vidyanand Jha**



**Programme Dates: October 31 – November 04, 2022**



**Programme Venue: MDC, IIM Calcutta**



## INTRODUCTION

Effective oral and written communication skills have frequently been identified as prerequisites to managerial success. Research on recruiter's perceptions about the qualities that they look for in an applicant, have identified oral and written communications skills at the top of their list (Powell & Jankovich, 1998; Moody, Stewart & Boltlee, 2002). This is not surprising considering that managers are frequently required to make presentations both within the organisation and to external groups such as clients, or potential partners. The purpose or intent of these presentations may vary from sharing information to persuading the audience or selling an idea or product. In each case an effective presentation will aid the communicator in performing his/her role.

Moreover in the current environment, individuals increasingly face an information overload and shorter time spans within which they are required to assimilate data and make effective and informed decisions. In such a scenario the ability to communicate is imperative for managerial effectiveness and success. In this context the MDP on Communication and Presentation Skills will highlight some issues that a communicator should consider in order to make effective written and oral presentation.

## OBJECTIVES:

To help participants to examine their communication styles and to hone their skills in listening, responding, giving and receiving feedback and persuasion. To practice and enhance written and oral communication skills.



## PEDAGOGY

The Programme will be highly experiential and interactive, comprising of individual and group exercises, role plays, participant presentations and discussion.



## WHO MAY ATTEND

The Programme is recommended for managers at all levels and from all functional areas.

A varied cross section of participant profiles adds new dimensions and perspectives to the discussions and experiential sessions.



## KEY TOPICS

- Communication Skills
- Interpersonal Communication
- Oral Presentations
- Audio Visual Presentations
- Written Communication
- Persuasion
- Leadership Communication
- Cross-Cultural Communication



## PROGRAMME DIRECTOR

**Prof. Vidyanand Jha** is a Faculty Members in the Behavioural Sciences Group at IIMC.

Prof. Vidyanand Jha completed his Masters in Rural Management from IRMA and is a Fellow of Indian Institute of Management Ahmedabad. He offers courses as well as Management Development Programmes (MDPs) on the Management of Creativity and Management of Change.

For further details of the Programme, Prof. Jha may be contacted at [vjha@iimcal.ac.in](mailto:vjha@iimcal.ac.in)



## PROGRAMME DETAILS

- **Duration:** October 31 – November 04, 2022
- **Programme Commencement:** 9:00 AM on October 31, 2022
- **Programme Conclusion:** 2:00 PM on November 04, 2022
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
- **Check in:** October 30, 2022 (6:00 pm onward)
- **Check out:** November 04, 2022 (2:00 pm)



## PROGRAMME FEES

- **Residential (R):** ₹ 140,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 130,000/- 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:

CMDP Office

Management Development Centre (MDC)

Indian Institute of Management Calcutta, Diamond Harbour Road, Joka, Kolkata - 700 104

Phone: +91 33 7121 6000-01 (Extns: 6012/6005)

Email: [program\\_mdp@iimcal.ac.in](mailto:program_mdp@iimcal.ac.in) | Weblink: <https://www.iimcal.ac.in/mdp/mdp-calendar>

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](mailto:program_mdp@iimcal.ac.in)