



Management Development Programme

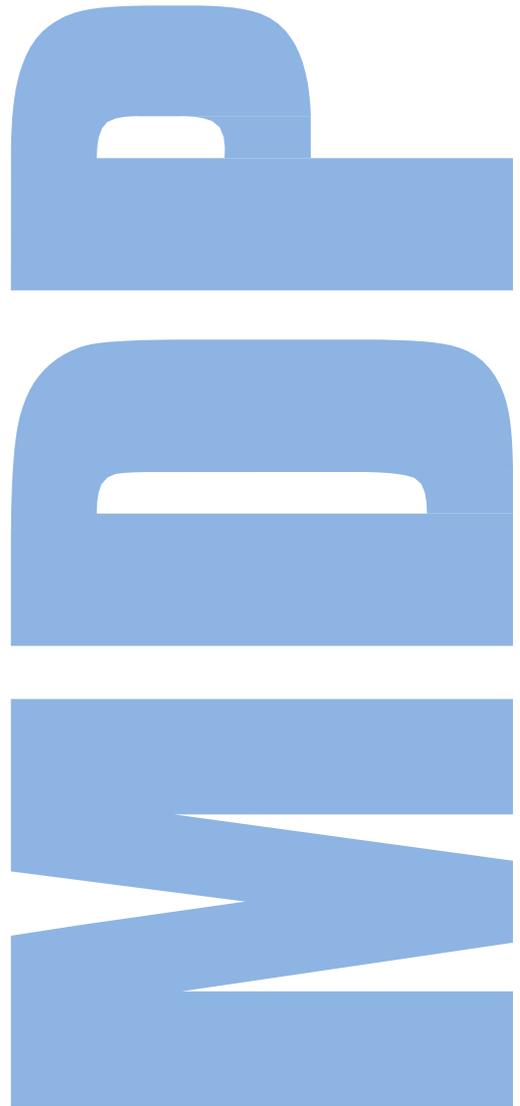
Excellence in Managerial Communication

March 30-31, 2020

Programme Director

Dr. Archana Parashar

Dr. Sanjeev Prashar



Introduction

Managers require the ability to work effectively in varied cultural, organizational, and functional situations. In this era of globalization, management communication is both challenging and exciting. It is challenging because organizations are becoming much more complex, and many new forces confront the manager. Greater competitive pressures, shorter product life cycles, increased demands for quality and service, more regulatory constraints, greater concerns for cost containment, heightened awareness of environmental pressures, and renewed emphasis on human rights are just some of the pressures increasing the complexity of the manager's job. The contemporary manager has a greater opportunity than ever to make a significant difference in the success of the organization and increase the quality of the work life for fellow employees. However, that requires effective managerial communication skills, which are becoming more complex, making them more difficult to master. For all these changes to the way we communicate, the importance of communicating well has not diminished. Especially for managers, the value of effective public speaking, verbal and nonverbal communication, listening and non-listening behavior, powerful Power Point presentation, a well-phrased memorandum, a persuasive proposal, well organized instructions, and strong interpersonal skills remains high. This course facilitates understanding of how people manage their communication processes, considers 'best practice' for successful organizational communication and provides opportunities for communication skills development and enhancement. Communicating effectively extends across all areas of Business, including management, technical, clerical and social positions. The phenomenal growth of trade created the need for the ability to speak and write in ways that are sensitive to and cognizant of the factors in different cultural contexts.

Objectives

The key objective of this programme is designed to develop managerial communication skills. At the end of this course, the participants will be able to understand the importance of effective communication in a business setting, know individual communication style and their impact in business contexts, polish public speaking skills and group presentation skills, be informed of the latest trends in business communication and revisit their language and communication skills.

- To help participants analyze the interpersonal, informational, and decisional roles in business communication.
- To expose the participants/ trainees to techniques that will prove of immediate value in the strategies to overcome barriers to communication.
- To provide participants with opportunities for practicing these techniques under conditions as realistic as possible.
- To define and understand the significance of non-verbal communication. And interpersonal skills in the workplace.
- To provide a platform to the participants to understand various types of listening and non-listening

Contents

- Self- diagnostic and assessment tests on communication skills.
- Techniques for effective communication, verbal and non -verbal skills.
- Preparing for getting into talk- recognition process, questioning techniques & process.
- Effective strategies for presentation and demonstration.
- Importance of listening skills.

Pedagogy

A pedagogical mix of theoretical and experiential tools will be used. Interactive sessions with conceptual inputs, case analyses, in class exercises and problem assignments, based on a spectrum of industries and companies will be used to develop and reinforce the key concepts. Typically the program shall be facilitated through psychological testing instruments, critical incident analysis, in basket technique, demonstrative role plays and dialogue exercises.

Faculty

Experienced faculty of IIM Raipur along with eminent experts from the industry will conduct the sessions.

Who should participate?

This course has been designed for low and mid-level managers performing their present roles on any one or more of strategies ranging from the basic communication, persuasion and interpersonal skills to the most complex ones of public presentation skills. This course has pertinence for those who recognize the importance of business Communication skills in an organizational set up.

Duration and Venue

The Programme is scheduled during **March 30-31, 2020** at IIM Raipur, Atal Nagar, New Raipur.

Registration Fee

The registration fee per participant is Rs. 20,000/- plus taxes as applicable. This includes academic fee, programme kit for participants, boarding and lodging (on twin sharing basis). Payment can be made online by registering through the link <http://www.iimraipur.ac.in/index.php/registration-mdp>. The payment can also be made through NEFT/RTGS or Demand Draft in the name of "Indian Institute of Management Raipur".

Upon remitting the fees online, kindly intimate the MDP Office with the UTR No /Relevant transaction details through email, so that we can connect your remittance to your nomination(s).

The Bank Details are:

1. Bank Name : IDBI Bank Ltd
2. Branch Name : IIM Raipur Branch
3. Beneficiary Name : Indian Institute of Management Raipur A/c No. - II
4. A/C No. : 1292104000001052
5. IFSC Code : IBKL0001292

Last date

The last date for receipt of nominations for the Programme is **March 15, 2020** and the last date of withdrawal is **March 20, 2020**. Any withdrawal request received after this date will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However, substitute may be permitted with prior intimation.

Enquiry

For any information regarding this programme, you may contact as below:

Mr. Vivek Singh / Mr. Ghanshyam Sohoni: mdp@iimraipur.ac.in Ph: 0771-2474697

Programme Director

Dr. Sanjeev Prashar

Dr. Sanjeev Prashar is presently working as Professor in the area of Marketing with Indian Institute of Management Raipur, India. He has twenty-six years' academic experience of teaching Postgraduate Management courses and corporate training. He has been teaching the courses like Marketing Management, Sales Management, Rural Marketing and International Marketing at various prominent business schools in India. With Master of Business Administration (MBA) and Ph. D in Management from University of Kurukshetra (India), he has published many research papers (30) and case studies (74) in prominent international journals of repute. His case studies are available at Harvard Business Publishing (both English and Chinese versions), Ivey Publishing (Richard Ivey School of Business) and Emerging Markets Case Studies Collection (Emerald Group Publishing) besides many cleared by Case Centre (earlier European Case Clearing House). Currently, he is pursuing research on shopping behavior including impulse buying and online buying behaviour. Dr. Sanjeev Prashar has more than ten thousand hours of training experience with prominent business establishments, government institutions and agencies, not-for-profit organizations and academic institutions. He has handled more than 80 instruments / tools in Selling Skills, Case Writing Methodology and Behavioral Area under different domains, with clients as diverse as multinational and national corporations, government agencies, NGOs etc., in the last 25 years. To his credit, he has also various consulting assignments in the area of Marketing. He has also travelled extensively for academic assignments, including the US, Germany, Japan, Malaysia, Singapore, the UAE, Bahrain, Pakistan etc.

Dr. Archana Parashar

Dr. Archana Parashar is currently working as an Assistant Professor in area of Communications at IIM Raipur. She is also a visiting faculty at IIM Calcutta and IIM Nagpur. She has been involved in teaching courses like Business Communication, Managerial Communication, Oral and Written Communication in post graduate courses in Management. She has conducted Various courses on Spoken Business Communication and FDP's and MDP's as a Programme Director at IIITDM Jabalpur, CET Bhuvneshwar, IIM Raipur and as a resource person at various places. She has several publications to her credit in national and international journals. Her recent training assignments include Technical Education Quality Improvement Program (TEQIP) under Ministry of HRD, Govt. of India.

Indian Institute of Management Raipur

Understanding the needs to meet the emerging challenges at global level and cherishing the successful history of IIMs, the Government of India set up Indian Institute of Management, Raipur in the year 2010 in Chhattisgarh, one of the youngest and fastest growing states of India.

IIM Raipur has been set up with the aim "To Empower the youth for building a Powerful India". IIM Raipur has set high standards by focusing on a practice oriented learning approach and a contemporary industry- focused curriculum, driven by strong corporate interface.

IIM Raipur is functioning from the state-of-the-art campus in Naya Raipur spread across 200 acres.

IIM Raipur currently offers Fellow Programme in Management (FPM), Post Graduate Programme in Management (PGP), Post-Graduate Programme in Management for Working Executive (PGPMWE) and Executive Education Programmes consist of Management Development Programmes (MDP), Tailor made (In-Company Programmes), Open Programs and Consultancy for Corporates, Public Sector & Government. The academic curriculum is structured to address the needs of the industry and is aligned towards imparting contemporary knowledge to the students and strengthening their skills to prepare them to face the challenges of the global business. Recently , IIM Raipur join the hands with three most reputed global business schools, to enhance the overseas exposure of its students with the belief that it will help them to assimilate best management practices and understand the importance of cross-culture issues in management.

Right from its inception the institutes focuses on contributing to the growth and development of the Nation, region and society at large. As such it gives importance to courses and managerial trainings that are molded in a way true to the culture and unique requirements of the state and organizations herein. Ethical practices in management, grooming socially responsible leaders for today and tomorrow are also the primary goals of the Institute.

LOCATION

Indian Institute of Management Raipur is situated at Vill- Pota Cheria, Atal Nagar, Raipur. The approximate distance from Railway station to IIM Raipur is 35 km.

For any Correspondence / Administrative enquiries, please feel free to contact below:

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