



One-Day Programme on 'Business Communication Skills'

Introduction

Effective professional communication in organisations goes beyond the normal, informal human communication. The changes in information and communication technology and relentless globalization have revolutionized the way people and businesses connect with one another. This makes effective business communication skills critical for managerial success.

Programme Coverage

- Foundations of effective business communication
- Assertive and persuasive communication
- Role of nonverbal communication in effective communication
- Professional email etiquette

Programme Learning Outcomes

At the end of the programme, the participants would be expected to have gained an insight into communicating well in professional work environment; communicate assertively and persuasively and be able to use the techniques of nonverbal communication to communicate effectively.

Methodology

The learning will be through experiential learning, facilitated by discussions, role-plays and exercises.

Participant Profile

The programme is designed primarily for junior and middle level executives in any organisation

Investment

The investment per participant is INR 2,500/-, exclusive of 18% GST; payment to be made in favour of 'GRG Education Services', payable at Coimbatore [GSTIN: 33AAMFS4394M1ZJ]

Programme Facilitator



Dr. Vandana Madhavkumar is currently an Associate Professor at GRG School of Management Studies. In addition, she handles the role of Programme Administrator at GRG Centre for Advanced Studies - a centre of Excellence for the Theory and Practice of Management. She has an MBA degree and obtained her PhD degree from Bharathiar University.

An alumna of IIM Ahmedabad (FDP - 2010), Vandana has over 13 years of experience as an academician and trainer. Her interests are in the areas of communication skills and Human Resource Management. She is an accomplished teacher and has won national recognition for her contribution to the academia and was awarded the gold medal at the 'J.L. Batra Best Research Paper Award' by AIMS.

She works in close association with industry and has designed and developed programmes in management for executives. Vandana has successfully conducted programmes on business communication and team building for several organisations.