

BUSINESS COMMUNICATION SKILLS



Introduction

Communication skills allows us to understand and be understood by others more precisely, express ideas and feelings, or give and receive different kinds of information. Effective communication skills can enable us deepen the relationships in our personal and professional lives. Communication skills also help us take better decisions, be more persuasive, and be culturally effective in a global context.



Programme Coverage

- Understanding the different communication styles
- Applying the tools and techniques of assertive and persuasive communication
- Improving nonverbal communication
- Writing professional messages

Programme Outcomes

At the end of the programme, the participants will be able to:

- Gain an insight into communicating well in professional work environment
- Communicate assertively and persuasively
- Use the techniques of nonverbal communication to communicate effectively
- Write effective business messages

Methodology

- Brief lectures
- Discussion on cases
- Participant exercises and sharing of experiences

Participant Profile

Junior and middle level executives

Investment

₹ 3,000/-

(exclusive of 18% GST)



Registration

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Programme Facilitator

Dr. Vandana Madhvkumar is currently an Associate Professor at GRG School of Management Studies. She has an MBA degree and obtained her PhD degree from Bharathiar University. She is an alumna of IIM Ahmedabad (FDP – 2010).



She specialises in Human Resource Management with a focus on Business Communication. She has successfully conducted several sessions on business communication, has published papers in reputed journals, and written cases. She has done consulting assignments in HRM for various organisations. She has organised MDPs in HR. She teaches Business Communication to MBA students. She is an accomplished teacher and has won national recognition for her contribution to the academia [awarded the gold medal at the 'J.L. Batra Best Research Paper Award' by the Association of Indian Management Schools].

She is an active member of Coimbatore Management Association (CMA) and National Institute of Personnel Management (NIPM).