



August 28 - 30, 2025 | IIMK



CORPORATE ETIQUETTE AND PERSONALITY DEVELOPMENT



Overview:

Development is an enduring process of fostering, shaping and enhancing individuals' skills, knowledge and interests to ascertain their maximum efficacy and compliance. Development covers an assortment of activities, one of which is the knowledge of Corporate Etiquette and Personality Development (CEPD). The objective of the Programme is to build self-confidence, enhance self-esteem and improve overall personality of the participants. The Programme aims at grooming the participants through sensitizing them about proper

behavior, socially and professionally, in formal and informal circumstances.

IIMK is happy to offer world-class training in social and business etiquette, corporate and international protocol, good manners and dining skills. Whether you are an executive or a student, our Programme on corporate etiquette and personality development is designed for you to hone your skills and improve your professional image.



Learning Outcomes: The CEPD will enable participants in:

- n1 Projecting the Right First Impression
- Polishing manners to behave appropriately in social and professional circles
- Enhancing the ability to handle casual and formal situations in terms of personal grooming, dining and entertaining etiquette
- **04** Mastering Cross Cultural Etiquette
- Developing and maintaining a positive attitude and being assertive
- Handling difficult situations with grace, style, and professionalism



Programme Themes and Coverage:

Corporate Etiquette

- Making a Great First Impression
- Greetings, Introductions, The Art Of Small Talk and Conversations
- Polishing Business Manners: Handshake, gifts, visiting cards, humor, office behaviour etc.
- Mastering Cross Cultural Etiquette to deal with Diversity
- · Dining Etiquette
- Understanding the Art of Entertaining: Playing a Gracious Host Personality Development
- Power Dressing: Wardrobe Etiquette
- · Grooming for Success
- · Body Language, Poise, and Eye Contact
- Pronunciation, Voice Modulation, and Diction
- · Self-Esteem and Confidence
- Assertive Behaviou
- Handling difficult situations with grace, style, and professionalism



Participants Profile:

This Programme is designed to help people in organizations who wish to gain confidence and effectively perform in the professional environment. It is specifically designed for the junior, middle & senior level managers in public & private organizations, and those students who want to polish their skills and improve their professional image. A varied cross section of participant profiles adds new facets and perspectives to the discussions and experiential sessions.



Pedagogy:

The Programme would involve interactive sessions, individual and group exercises, role plays, situation-handling, and experience-sharing. Selected video films will complement these.



Facilitator:
Prof. Deepa Sethi Dean (OEE&I) & Professor, Humanities &
Liberal Arts in Management

Prof. Deepa Sethi has extensive experience in teaching, research, training, and consulting activities in the areas of Managerial Communication, Soft Skills, and Behavioural Aspects in Organisations. She is an expert in the field of Managerial Communication and has been trained at the Harvard Business School. Her research interests are Verbal & Nonverbal Communication. Cross-cultural Communication, Soft Skills for Interpersonal Effectiveness, Health Communication, and Presentation Skills. She has also been awarded Prof. Indira Parikh 50 Women in Education Leaders Title in 2019. She has published in high impact refereed A* and A listed international journals.



Programme Fee:

Rs. 60000 (Residential)

Rs. 50000 (Non-Residential)

GST @ 18%

Discount will be available for IIMK Alumni & Corporate nominations (in group)

Cancellation Policy:

Joining instructions will be sent to the selected candidates 10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.



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