



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



ABC for Corporate Professionals





Art of Business Communication (ABC) for Corporate Professionals

Programme Overview:

Effective communication is the life-blood of existence. In the era of information overload and countless distractions, the ability to convey messages clearly and efficiently has become more critical than ever before. Whether one is a marketing professional, a senior executive, or a team manager, the need to communicate with precision and impact is universal across all roles within organizations.

In this context, mastering the art of communication is paramount. ABC is a key tool that enables individuals to gain mastery over crafting their messages. By honing their ABC skills, individuals can enhance their ability to

influence, persuade, and inspire others. This, in turn, can lead to more effective governance, stronger team dynamics, and ultimately, organizational success.

The eMDP on ABC for Corporate Professionals equips them with the skills needed to convert their vision into action with powerful, effective communication to gain trust, inspire and motivate teams, and communicate a clear sense of direction for organizational growth. ABC aspires to involve the participants in learning more about the fundamentals of communication, the minutiae associated with its conduct and acquiring the necessary skills to deliver one's best in the organization.

About IIMK:

Started in 1997 with its Post Graduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering widest range of academic programmes in the field of management education. These include Fellow Programmes in Management, Executive PG Programmes, Management Development Programmes, and Faculty Development Programmes. IIMK set up a Satellite campus at Infopark, Kochi, in 2013, dedicated to Executive Education. IIMK also has a unique distinction of launching a Ph.D. (Practice Track) programme for working professionals besides bringing in new dynamic courses in Women Leadership, one-year Post Graduate Programme in Business Leadership (2019), MBA in Finance, and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE, a first-of-its-kind startup incubation programme, and the Indian Business Museum.

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #70 among the top-80 open-enrolment executive program providers globally for the year 2024. The feat has further consolidated the 28-year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute had also entered in global top-100 at Rank #68 for FT Masters in Management (MIM) 2024 Rankings, for its full time MBA programme. IIM Kozhikode has successfully delivered close to 1300 MDP programmes over the past two decades, training more than 41,000 participants from 150+ organisations, which also includes several Fortune 500 companies in the process.



#3 NIRF India
Rankings 2024,
Management

#4 Rank #4 in India and #70
Globally, Financial Times,
Open Enrollment Ranking 2024

Director's Message:



Over the past three decades, IIM Kozhikode has carved its own niche to be counted among top B-Schools in the world and is on an exciting trajectory of expansion and further growth. It has been playing a pioneering role in professionalizing Indian Management through its ground-breaking Management Development Programmes and Consulting Activities. IIMK's strength lies in our innovative and learning-oriented teaching practices and contemporary industry-specific curriculum which is strongly backed-up by our corporate interface and sturdy belief in the pursuit of our institutional mission of 'Globalizing Indian Thought'.

I am delighted to announce the launch of 'The Art of Business Communication for Corporate Professionals,' a comprehensive training programme by IIM Kozhikode.

This programme prepares executives with effective communication skills to navigate organizational change, cultural contexts, and stakeholder influence, driving business success.

Wishing you the very best!



Debashis Chatterjee

Prof. Debashis Chatterjee

Director, IIM Kozhikode

Programme Highlights:

- ✓ Duration: 7 months (72 hours online + 30 hours in-campus + 20 hours Capstone)
- ✓ Eligibility: 6+ years of work experience
- ✓ Last Date to Apply: February 15, 2025
- ✓ 2 campus modules (total 2 + 3 days) at IIM Kozhikode
- ✓ Capstone Project
- ✓ IIM Kozhikode Completion / Participation Certificate
- ✓ Live online sessions (Saturday 3.30 to 6.30 pm)
- ✓ **Fee:** INR 2,80,000 + GST
- ✓ Training from experienced and expert faculty of IIMK and other prestigious institutions and corporates
- ✓ IIM Kozhikode Executive Education Alumni status *
- ✓ Peer network for collaboration

For whom: Designed for corporate professionals who need to leverage communication to facilitate the realization of their vision and the achievement of goals through collective action, the programme will greatly benefit corporate professionals as well as those aspiring to assume higher positions in the corporate world. Those in the following roles will particularly find this programme immensely beneficial:

CEOs, Directors, CXOs, CTOs, CMOs, CFOs, CPOs, COOs, Function/Department Heads, Senior Sales Professionals, Senior Defence Personnel, Corporate Communications Professionals, Marketing Communications Professionals, Management Consultants, Team Leaders, Senior Executives, etc.



Programme Director:

Prof. Deepa Sethi - Dean

(Outreach, Executive Education and Internationalisation)

Prof. Deepa Sethi has extensive experience in teaching, research, training, and consulting activities in the areas of Managerial Communication, Soft Skills, and Behavioral Aspects in Organisations. She is an expert in the field of Managerial Communication and has been trained at the Harvard Business School and Harvard University. Her research interests are Verbal & Nonverbal Communication, Cross-cultural Communication, Soft Skills for Interpersonal Effectiveness,

** for participants successfully completing the programme*

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 journal.

Curriculum Structure:



- 01 | Effective Communication Strategies: Verbal (Spoken and Written)
- 02 | Nonverbal Communication
- 03 | Active Listening
- 04 | Team and Group Communication
- 05 | Crisis Communication
- 06 | Communicating Change
- 07 | Conflict Resolution & Negotiation Skills
- 08 | Corporate Etiquette and Personality Development
- 09 | Presentation of Data
- 10 | Meeting Management
- 11 | Sales Pitch and Public Speaking
- 12 | Communication Analytics
- 13 | Cross Cultural Communication
- 14 | Creative Communication
- 15 | Brand Communication
- 16 | PR Communication & Reputation Management
- 17 | Diversity, Equity and Inclusion
- 18 | Emotional Intelligence and Communication
- 19 | Motivation & Persuasion
- 20 | Impactful Presentation
- 21 | Stress & Time Management
- 22 | Digital and Social Media Communication
- 23 | Storytelling at Work
- 24 | Communicating Effectively in the AI Era



Learning Outcomes:



Develop proficiency in both verbal and written communication, utilizing effective strategies to convey messages clearly and persuasively.



Understand and apply nonverbal communication techniques to enhance their interpersonal skills and convey messages with greater impact.



Cultivate active listening skills, enabling them to comprehend diverse viewpoints, build stronger relationships, and respond empathetically.



Learn to facilitate communication within teams and groups, fostering collaboration, resolving conflicts, and achieving shared objectives.



Acquire skills to effectively communicate change, manage crises, and navigate diverse cultural contexts, ensuring messages are received positively.



Enhance their corporate etiquette, personality traits, and emotional intelligence, fostering positive interactions and spearheading qualities.



Develop skills in persuasive communication, impactful presentations, data presentation, and storytelling, enabling them to influence stakeholders and achieve organizational goals.



Why ABC for Corporate Professionals?

The programme is transformative in nature, delving deep into the essence of communication through various avenues and unlocking its immense power. Senior professionals tasked with influencing others would find this program profoundly insightful and highly practical for navigating today's business landscape.

Carefully curated for corporate professionals and those aspiring to higher positions, the programme aims to equip participants with strategic communication skills.

Upon successful completion of the program, participants are expected to utilize communication strategically to enhance employee engagement, foster trust and credibility, and drive overall organizational success.

Key enablers they will acquire include:

- 01 Understand the Argumentation / Persuasion theory of behavioral economics as communication converters
- 02 Effectively convey insights and recommendations to teams and organization
- 03 Adopt a neo-classical approach to Communication Analytics
- 04 Gain insights on maneuvers that can act as game changers in complex business scenarios that require critical thinking
- 05 Get referential guidance through a novel communication guidebook that can help corporate professionals operationalize their vision and mission
- 06 Learn skills in strategic communication to assume leading positions

Programme Delivery:

Online - The professors will deliver these lectures live from the institute and participants will be able to interact with them virtually.

Campus Immersion:

Participants will visit the IIM Kozhikode campus for five days of on-campus learning, with 2 days at the beginning and 3 days towards the end of the programme. The Campus immersion offers participants a valuable opportunity to engage in face-to-face interactions with professors and peers, fostering enriching discussions and classroom learning experiences. Attendance at these campus modules is compulsory for certification.

If the institute has to cancel the campus visit due to unavoidable circumstances, the topics scheduled for the campus module will be covered online. However, if the campus visits proceed as planned, attendance will be mandatory for certification.

Methodology:

The sessions are crafted to be highly interactive and participatory, even in a virtual setting. The program will blend theory with practical insights, real-life case studies, presentations, personalized feedback, and a campus visit. Participants will frequently be encouraged to participate in discussions to explore the intricacies of real-life practices and challenges.

Evaluation:

- a. For participants to successfully complete the program, they must maintain at least 75% attendance.
- b. Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a 'Certificate of Completion'.
- c. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Certificate of Participation'.
- d. Attendance for the campus immersion module is mandatory.
- e. The evaluation methodology is the discretion of the faculty. The mix of evaluation elements would have Quizzes, Projects, Assignments, Class Participation, etc.



Programme Certificate & Alumni Status:

The participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria, will be awarded 'Certificate of Completion'. Successful participants will also be accorded 'IIM Kozhikode Executive Alumni' status.



Programme Fees:

Application Fee	Rs.1000 + GST		
Programme Fee	Rs.280000 + GST Payable in four installments		
Installment 1	Installment 2	Installment 3	Installment 4
To be paid within 10 days of issuance of offer letter Rs.100000 + GST	Payable by March 31, 2025 Rs.60000 + GST	Payable by May 31, 2025 Rs.60000 + GST	Payable by July 31, 2025 Rs.60000 + GST

Important dates:

Application Closure Date (last phase): February 15, 2025

Programme Commencement: March 1 (3.30 to 6.30 pm)

How to apply:

Applications for the Programme are accepted only through online mode.



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ABC Programme Overview



Duration

7 months (102 Hours + 20 hours Capstone Project)



Programme mode

Online + Two Campus Modules



For whom

CEOs, Directors, CXOs, Function/Department Heads, Senior Sales Professionals, Senior Defence Personnel, Corporate Communications Professionals, Marketing Communications Professionals, Management Consultants, Team Leaders



Eligibility Criteria

Working managers with at least a bachelor's degree (10+2+3) in any discipline & Work Experience of at least Six Years



Programme fees

Application fee:
Rs.1000 + GST
Programme fee:
Rs.280000 + GST



Programme Certificate & Alumni Status

Participants who successfully complete the programme will be awarded 'Certificate of Completion' & also be accorded with the Executive Alumni status.



Programme Director

Prof. Deepa Sethi



Important dates

Application Closure Date
(last phase): February 15, 2025
Programme Commencement:
March 1, 2025



Contact details

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mdp@iimk.ac.in,
mdp-inc@iimk.ac.in



How to apply

Applications are accepted through online mode only