

**MANAGEMENT DEVELOPMENT PROGRAM
ON
CORPORATE COMMUNICATION
March 27-28, 2010**

The course is intended to familiarize participants with the need to be proficient in communication practices. This is to develop insight and leadership that will enable them to survive in a world fractured by multiplicity of culture, competition and technology. High professionalism primarily demands cautious and conscious communication skills. The different subtleties of communication are expected to help avoid conflict, confrontation and chaos. The world today needs leaders who should not only speak or write better but should also clarify, convince and come up with innovative ideas using innovative means which are usually technology and IT enabled. Simultaneously, as societies undergo transition, so does culture, both in its popular form and in its deepest fabric. This too is to be understood and addressed at various levels.

This program is primarily targeted to managers and administrators at different level, researchers and young professionals and faculties

Coverage

- Communication Skills: Objectives, form & function
- Communication, Society, Culture.
- Communication , Industry and Corporate applications
- Communication and Media
- Message-media Matrix
- New Media
- Communication and IT
- Strategizing Communication
- Current trends in Corporate Communication

Certificate

At the end of the open enrollment program, each participant will be awarded a Birla Institute of Technology - Management Development program certificate.

Tuition fee

Rs. 3000 (Three thousand)

The fee includes VAT, all program material, coffee breaks, and lunches.

Program Coordinator: Dr. Suparna Dutta

Contact: +91- 9310688632 ; suparnadutta@yahoo.com