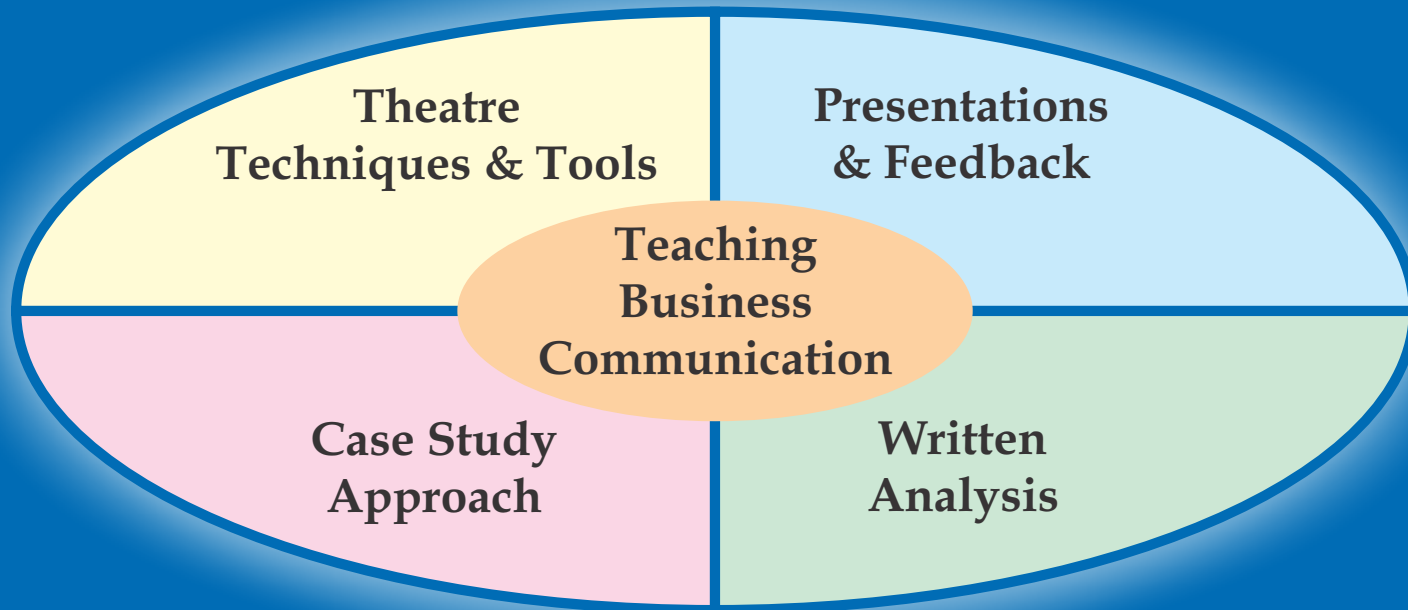


Faculty Development Program on  
**Effective Methods of Teaching Business Communication**

May 14-15, 2018  
FORE Campus, New Delhi



Program Director:  
Dr. Anita Tripathy Lal



FORE SCHOOL OF MANAGEMENT, NEW DELHI

# Effective Methods of Teaching Business Communication

## INTRODUCTION

To succeed in business today one needs to have the ability to communicate with people both inside and outside the organization. It could be competing to get the job one wants or to win the customers the company needs. One's success or failure depends to a large degree on how effectively one communicates. In fact, effective oral and written communication of an executive is a great tool to achieve both personal and professional goals.

Although people have been communicating in various languages across cultures since time immemorial. However, effective business communication still remains a challenge.

## OBJECTIVE

Keeping the challenges of Business Communication in mind the FDP in Effective methods of teaching Business Communication has been designed in such a way that participants get trained on being effective in their daily business communication and also are better equipped to teach or train others effectively in 'Business Communication' in their respective Organizations and Institutions.

## CONTENTS

- Fundamentals of Business Communication: Oral & non-verbal communication.
- Importance of different types of Listening
- Effective Presentation Skills: Different types
- Significance of Cross-Cultural Communication in the business world
- Enhance Interpersonal Communication at Workplace
- Excel in job Interviews
- Business Meetings: Business Letters and Reports

## PEDAGOGY

During this 2 day FDP, the methodology adopted would be purely activity based followed by discussions; cases based written exercises; role plays & theatre; presentations and feedback.

## WHO SHOULD ATTEND

The workshop would be useful for Business professionals, consultants, management teachers, and researchers who are interested to understand and learn the effective methods of teaching Business Communication at their respective workplace.

## PROGRAM DATES AND TIMING

Dates : May 14-15, 2018  
Timing : 9.30 AM - 5.30 PM

## PROGRAM VENUE

FORE School of Management, B-18, Qutub Institutional Area, New Delhi- 110016

## PARTICIPATION FEE

The participation fee on non-residential basis covering professional fee, program kit and lunch is as follows:

Corporates	:	Rs.8,000/- per participant
Faculty Members	:	Rs.5,000/- per participant
Research Scholars/Students	:	Rs.3,000/- per participant

**In addition, GST @18% is payable. Fee is payable in advance by the way of Local cheque/DD in favor of "FORE School of Management" payable at New Delhi.**

**Residential** – FORE School of Management shall provide assistance in arranging suitable accommodation on specific request on payment basis.

## REGISTRATION

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

## CERTIFICATE OF PARTICIPATION

The institute will issue a certificate of participation on conclusion of the program.

## PROGRAM DIRECTOR

**Prof. (Dr.) Anita Tripathy Lal:** Prof. Lal is Professor at FORE School of Management, New Delhi. Her expertise lies in the areas of Business Communication, Leadership & Entrepreneurship. She is a PhD from IIT Kanpur and has about 22 years of work experience in the areas of teaching, training and research. She also has the experience of teaching for three years as visiting faculty at IIT Delhi and IIT Kanpur. She has been a part-time consultant for two years to NTPC's World Bank funded projects on Environmental Impact Assessment.

She has also conducted number of MDPs and workshops in the areas of 'interpersonal relationship, communication & presentation skills, assertiveness, positive attitude, leadership, entrepreneurial competencies, opportunity evaluation and business model & plan. She has keen interest in personality development and research related activities. She has national and international research papers in the areas of Business Communication and Entrepreneurship. At FORE, she Heads the Centre for Entrepreneurship Development.

In 2012, she has received certification on 'Mentor Development Program for Entrepreneurs' jointly from London Business School and National Entrepreneurship Network. Being a certified mentor she has been successfully mentoring entrepreneurs. Her passion though, remains Student Start-ups. She has been felicitated by TiE New Delhi for her contribution as a Mentor to the TiE Young Entrepreneurs (TYE 2014-15). She is also on the 'Mentoring Board' of IIT Kanpur Entrepreneurship Cell.

Prof. Lal is able to create an ideal blend of Leadership, Entrepreneurship and Communication in her training programs, few of the most potential skills critical to creating success stories for Organizations in today's uncertain times. She can be reached at : <anita@fsm.ac.in>.

## ABOUT THE INSTITUTE

FORE School of Management (FORE) has been established by the Foundation for Organisational Research and Education, a non-profit organization, with a mission “To achieve and sustain Leadership in Management Education, Research, Consultancy and Development”. FORE conducts following long-duration educational programmes:

- The PGDM & PGDM (IB) courses at FORE are AICTE (All India Council for Technical Education) approved and accredited by National Board of Accreditation (NBA).
- The PGDM courses are equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU).
- FORE is rated as A\*\*\* by CRISIL in Delhi-NCR region and A\*\* on national level.
- FORE has been awarded “SAQS Accreditation” by Association of Management Development Institutions in South Asia (AMDISA).
- FORE has set up a state-of-the-art Studio at its Campus to conduct Online Executive Education Programmes for Working Professionals and has been successfully conducting variety of such online certification courses.



Eminent academicians with many years of experience and experts from industry, recognized nationally and internationally, constitute faculty at FORE. FORE has in-house training facilitators in the field of Communication, OB & HR, Finance, Operations, Marketing, IT, International Business and Strategic Decision Making.

With a sharp focus on Management Education, Executive Education Programmes/MDPs, Consulting and Research, FORE stands amongst the Top Business Schools in the country.

FORE conducts Management Development Program/Faculty Development Programs to equip managers/faculty members with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs/FDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programs, FORE conducts customized In-Company Programs tailored to suit organization's needs on topics/areas specifically required by an organization. These Management Development Programs (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

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*For registration/any other information, please contact:*  
**Executive Education Office**

**FORE School of Management**

Adhitam Kendra

B-18, Qutub Institutional Area, New Delhi 110016.

Phone: (011) 2685 6301 (Direct), 4124 2424-33 (Extn. 471 & 498)

E-mail: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), Website: [www.fsm.ac.in](http://www.fsm.ac.in)



# FORE School of Management

Faculty Development Program on  
Effective Methods of Teaching Business Communication  
May 14-15, 2018, FORE Campus, New Delhi

## Registration Form

Name:

Designation:

Institution:

Address:

Phone (O):

Residence:

Mobile:

Email:

Fax:

Your expectations from the programme:

Payment Details: (Please tick appropriate and fill)

- Payment enclosed (Local cheque/DD No: \_\_\_\_\_ Date: \_\_\_\_\_  
Amount: \_\_\_\_\_)
- Payment is under process and will reach you before the programme

Signature of Sponsor

**(Please return the completed form by post, or  
email: [exed@fsm.ac.in](mailto:exed@fsm.ac.in):**

**Executive Education Office  
FORE School of Management  
B-18, Qutub Institutional Area  
New Delhi 110 016**

*Note: Please feel free to make copies of this form for additional registrations.*