

MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

MANAGEMENT DEVELOPMENT PROGRAMME THE ART OF EFFECTIVE COMMUNICATION



Background

This program is a result oriented and workplace relevant training module that is focused on providing hands on expertise to managers in the art of communication for achieving higher productivity in an organization. The training sessions will focus on leveraging the art of skillful communication to bring about strong interpersonal relationships, harmonious work environment and an understanding of self and surroundings leading to higher performance level of individuals at the personal and organizational level. The modules are designed in a way that will prepare managers to face challenging workplace situations through effective communication strategies and navigate out of difficult situations using the power of strategic communication. The training modules will focus on polishing interpersonal skills of managers along with skills to build the right mindset to overcome conflict situations at workplace. The modules will be delivered using strategic games and activities with lot of interactive sessions with the trainers.

- Understand the individual's barriers in communication and overcome them
- Aid managers in learning to communicate strategically for better decision making



Key Highlights

- Understanding Emotional Quotient for Effective Communication
- Communication Styles and Positive Attitude
- Communicating data through Storytelling and enhancing Presentation Skills
- Negotiation Skills and Empathy
- Non-Verbal Communication - Body Language
- Public Speaking
- Team Work and Trust Building
- Tips for better communication & healthy Relationships
- Communication Gap - Effects of Miscommunication
- Effective Decision Making



Learning outcomes

This MDP will aid the participants to:

- Learn the skill of effective communication at the individual, team and organizational level



Pedagogy

The Program will be a mix of activities, case discussions, management games, interactions and experiential learning processes.

Expected Indicative Outcomes

- To be able to communicate effectively by understanding oneself and others.
- Breaking the barriers of communication to drive performance and improve organizational efficiency and much more.
- Learning the art of strategic communication for better decision making

Faculty

The faculty will comprise the MDIM core faculty

Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 10,000/ day /participant+ GST which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/ RTGS.

The program fees can be paid through bank transfer as per the bank details given below:

Account Name: **Management Development Institute Society**

Bank Name: **ICICI Bank**

Account Number: **201505024814**

IFSC Code : **ICIC0002015**

Branch Name: **Jangipur**

(Please share the transaction details for verification purposes after making payment)

Venue & Duration

The programme is scheduled on a residential basis at MDIM Campus, Kulori, P.O.-Uttar Ramna, P.S.- Raghunathganj, Dist.- Murshidabad, West Bengal, PIN-742235, India. Accommodation for participants would be available at MDIM Campus

Enquiry

For any Additional information/enquiry, please write to:

**Department of Continuing Education Management
Development Institute Murshidabad** Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj Dist. Murshidabad, West Bengal, PIN-742235 Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)

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Programme Directors



Dr. Neha Jain

**Associate Professor-
Business Communication**

Dr. Neha Jain is a dynamic academician with two decades of experience in higher education, research, and writing. She holds a Ph.D., M.A., and B.A. in English Literature from Barkatullah

University, Bhopal and has further expanded her academic repertoire with an M.Phil. from Sri Venkateshwara University, Tirupati. Her interdisciplinary approach is supported by an MBA in Human Resources and a Postgraduate Diploma in Mass Communication & Journalism from Karnataka State Open University, Mysore. In pursuit of global teaching excellence, Dr. Jain earned an International Advanced 280- hour Diploma in TEFL/TESOL with a specialization in Young Learners and Business English from the Asian College of Teachers, Bangalore, in collaboration with TBC Canada. She is also TEFL/TESOL-certified by the TESOL Board Canada. Additionally, she holds a prestigious certification in "Productivity Enhancement" from the National Open Colleges Network, UK, in collaboration with the World Confederation of Productivity Science and the Institute of Productivity, UK.



Dr. Amrita Sengupta

Assistant Professor- Quantitative Techniques

Dr. Amrita Sengupta has completed her PhD from IIT Kharagpur with her Masters in Economics from Jadavpur University. She has more than nineteen years of experience in teaching, research and administration

in varied organizations like IIM Calcutta, Sikkim Manipal Institute of Technology, iLEAD and Institute of Wetland Management and Ecological Design. She has worked extensively in both Development Economics and Resource and Environmental Economics as a Research Scientist in projects funded by Stirling University, UK. She has also worked on Industry Competitiveness under CII in a World Bank Project.



About MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1972. With an intention to impart management education, nurture local talent, and groom them to become global Leaders, Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The foundation stone was laid on the 31st of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honorable President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGDM offered by MDIM is recognized and accredited by the All-India Council for Technical Education (AICTE), New Delhi, National Board of Accreditation (NBA). PGDM course is also recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027). The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The campus of MDI Murshidabad is in the central part of the State of West Bengal, India. MDIM prides itself in not only providing management Education but also developing ethical corporate citizens for tomorrow's India.

MDI Murshidabad continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. In 2025 MDI Murshidabad has secured the prestigious position of State Rank 1 among the Best B-Schools (Private) for PGDM General and has also secured the prestigious position of Zone Rank 3 for the overall category.

Management Development Programme (MDP)

MDI Murshidabad has been conducting Training Programmes of strategic intent since inception. In this regard our MDPs not only aim at acquiring and upgrading knowledge and competencies in generic areas but also assist in specific areas to thrive in the competitive world of business. Our fundamental programmes revolve around leadership, Change Management, Managerial Effectiveness, Sales Excellence, Service Excellence, Sales & Distribution Management, How to build a Strong Brand, Cost Management, as well as emerging issues like AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of the modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. To do so, the pedagogy adopted across the MDPs is based upon experiential learning exercises that believe in learning while doing. We are also conducting open MDPs for several valued clients who herald from various sectors. Such MDPs have been developing the holistic perspectives of the clients to resolve any given issues through cross-pollination of ideas.

Certificate of Participation shall be provided after the completion of the Course.



CAMPUS DETAILS



Campus Address:
Management Development Institute Murshidabad
Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj
Dist. Murshidabad, West Bengal, PIN-742235
Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)
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