



**Building Business Owners**

# Management Development Program On Corporate Communication

**8-11 January 2025**

**Program Directors**  
Dr Archana Parashar  
Dr. Mrunal Chavda

## Introduction (Program)

Communication has an important role to play in the corporate world. With the increase in the complexities of activities in modern business, its importance is growing day by day. To achieve the objectives of the organization, co-ordination among the people and departments within the organization and the establishment of connecting links with the outside world are very necessary. Communication is necessary in imparting training to the managers, supervisors, executives, and general employees to upgrade their knowledge and skill of performance to meet the needs of the changing corporate world. Corporate Communications is a technique that involves all communication activities generated by a company to achieve the planned objective. Corporate Communications is an important activity because it creates strong and appealing ideas, views, and positions on which a company can rely. The primary objective of corporate communication is to establish a perception in the eyes of all its stakeholders.

The program will provide input on corporate communications with an emphasis on managerial communication and marketing communication. The participants will be able to develop a coherent approach in the development of communication in organizations. Thus, the program will help the participants to create distinctive and appealing images with its stakeholder groups, build a strong corporate brand, and develop reputation capital.

This program will cover the following topics:

- Communicating brands through social media
- Corporate and social identity: creating a vision & mission statement.
- Crisis Communication
- Managing corporate reputation
- Employee communication in the workplace
- Developing interpersonal skills in the workplace.
- Persuasive communication strategies in the corporate context
- Managing PRs in VUCA world
- Communication strategies and presentations

## Objectives

The program objectives are:

- To help managers develop a comprehensive understanding of employee communications.
- To help managers develop a comprehensive understanding of brand identity in a corporate context.
- To provide input to enable managers to develop awareness of the company's views and goal-oriented actions.
- To help managers to explore ways of developing persuasive presentation strategies.
- To help managers understand how the media plays an important role in corporate communication.
- To facilitate managers' action plan preparation for planning crisis communication strategies.
- To help the managers understand how the current business environment shapes consumer and stakeholder perceptions for companies and brands.

## For Whom

The program is designed with a focus on middle and senior level managers who might be heading a group, department, work unit, or organization.

## Pedagogy

The program is designed with a focus on middle and senior level managers who might be heading a group, department, work unit, or organization.

## Faculty

All sessions in this program will be co-facilitated by the Program Directors along with the subject matter experts.

## Duration and Venue

The program is scheduled for **8-11 January 2025** at IIM Raipur, Atal Nagar, New Raipur.

## Registration Fee

The registration fee per participant is **Rs. 6,000/- + 2500/-** per day plus taxes as applicable (**on twin sharing basis**). Registration fees per participant will be **Rs. 6,000/- + 4500/-** per day plus taxes as applicable on **Single sharing basis**.

This includes academic fee, program kits for participants, boarding and lodging.

Payment can be made online by registering through the website.

Upon remitting the fees online, kindly intimate the EL& D Office with the UTR No /Relevant transaction details through email, so that we can connect your remittance to your nomination(s)

## Last date

The last date for receipt of nominations for the Program is Two week before the commencement of program and the last date of withdrawal is one week before the commencement of program. Any withdrawal request received after this duration will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However substitutes may be permitted with prior intimation.

## About Program Director



**Dr Archana Parashar** has been working as an Associate Professor at IIM Raipur since 2014. She is a gold medalist in M.A. (English Literature) and M. Phil topper and completed her Ph. D. in American fiction. Prior to this she was associated with SGSITS, Indore. She has 14 yrs. experience of teaching & corporate training. She has been visiting faculty at IIM Calcutta, IIM Lucknow, IIM Kozhikode, IIM Shillong & IIM Nagpur. Her research areas include Business Communication, Written Analysis & Communication, ELT, Postcolonial writing & Ecocritical narratives. She has contributed to journals of international repute, such as Springer, Sage, Emerald, etc. She has taught communication courses: Business Communication, Managerial

Communication, WAC, Academic & Professional Writing, Communication for Business Leadership, Communication for Management Teachers, and Spoken Business Communication. As a resource person, she has delivered sessions at MECON Bhilai, FSNL Bhilai, NTPC Khargone, Balco Vedanta, IITDM Jabalpur, CET Bhubaneswar, Chhattisgarh Prashashan Academy and several TEQIP sessions organized by IIM Raipur.



**Dr. Mrunal Chavda** holds a Ph.D. in Drama from the University of Exeter. He was a Post-Doctoral Research Fellow at the University of Cape Town (South Africa). He has been teaching English and Business Communication Skills since 2006. Before joining IIM Raipur, his experience included working with the British Council, Planet Education, CVM University, and the Government of Gujarat. He is an Associate Fellow of the Higher Education Academy, London. His doctoral thesis was focused on the live production analysis of British South Asian theatre and Indian theatre in English by employing a method of analysis developed from Bharata's

Natyashastra, an Indian treatise on performing arts. His postdoctoral research was centred on the documentation and critical analysis of South African Gujarati Literature. He has published research papers in top-rated international and national peer-reviewed journals. He has presented his research

papers at several reputed national and international conferences, including the South Asian Literary Association, the International Federation for Theatre Research, and the International Congress of Linguistics. His publications include conference proceedings with the Association of Business Communication and Association of Indian Management Scholars and management teaching cases with Sage Business, The Case for Women, and Ivey Publishing. His research articles are published in Dance Chronicle, IIM K Society and Management Review, South Asian Popular Culture, and Quality Assurance in Education. His forthcoming edited book and book chapters are to be published by Edinburgh University Press, Palgrave MacMillan (Springer Nature, Singapore), and Vernon Press (USA).

## **Indian Institute of Management Raipur**

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, and zeal for success and contribution to management. The Government of India set up IIM Raipur in 2010 to meet the growing demand for top-quality professionals. It is situated at Raipur in the state of Chhattisgarh—one of the fastest growing states of India, with its rich mineral, forest, natural and local resources. The Post-Graduate Program in Management (PGP) was started in 2010, whereas Fellow Program in Management (FPM) & Executive Fellow Program in Management (EFPM) was started in 2013. Executive Post-Graduate Program (ePGP) was started in 2021.

IIM Raipur has grown and improved in quality, as evidenced by the NIRF ranking of management institutes, which moves up from 18th in 2016 to **14th** in 2024.

IIM Raipur offers top-notch management education on its 200-acre, state-of-the-art well-equipped lecture rooms, a library, a simulation lab, and a pleasant lodging campus in Atal Nagar, Naya Raipur. With the goal of becoming a highly regarded business school worldwide, IIM Raipur has partnered with numerous business schools in Europe, South America, Australia, New Zealand, and the United States for faculty and student exchange Programs.

## **Location**

The IIM Raipur campus is located about 20 minutes' drive from the Swami Vivekananda Airport, Raipur.

For any Correspondence / Administrative enquiries, please feel free to contact us:

## **EL&D Office:**

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