



SMEs Programme on **Business Communication**

Sunday, February 12, 2017 • 9.30 a.m. to 1.30 p.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House,
AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

Program Synopsis:

The mankind's progress owes as much to the development of communication as to learning to control fire, invention of wheel, paper, printing and things like that. Be it Sumerian Cuneiform, Egyptian Hieroglyph or the Phoenician's contribution to the development of modern alphabet, communication in its various forms have always been a significant force behind evolution. The theory holds good for business communication also. The various components of communication are the spokes which make an organizational wheel run smoothly and effectively.

In this program the participants will get to learn and discuss various forms of verbal & non-verbal, formal & informal communication methods in their structured forms.

Target Audience:

Junior and Middle Level Supervisors and Officers of any organisation.

Program Contents

- What is Communication?
- Types of Communication: Oral Communication; Written Communication; Visual Communication; Non-Verbal Communication
- Formal and Informal Communication
- Pros & Cons of Various Types of Communication
- What is Business Communication?
- Business Reports: Writing Effective Business Reports
- Business Tour Report
- Minutes of Meeting: Taking Effective and to the point Meeting Notes
- E-mail: E-mail basics; E-mail Etiquette
- Basics of Effective Presentation: Dos & Don'ts of Effective Presentation

Faculty:

Mr. Nalin Kumar Thakur, Chief of Systems & Processes, Fibre2Fashion Pvt. Ltd. Ex Group Director (Talent Management & Business Processes) in Anil Group of Companies; Experience of 30+ years in Tata Steel and Anil Group of Companies; Held multiple leadership positions for around 20 years across HR, Business Processes & Systems, Information Technology, Corporate Planning, Corporate Communication, and Personnel & Administration; Strong exposure to the strategic as well as the execution sides of the business.

Fee:

Rs.700/- for per person (Inclusive of Service Tax). Fee includes course fee, cost of reading material and refreshments.

Registration:

Please send your registration along with participation fee to:

Ahmedabad Management Association, AMA Complex,
Dr. Vikram Sarabhai Marg, Vastrapur, Ahmedabad 380 015

Phone:079-26308601-5 • Mobile : 9537407187, 7069940917

Fax: 079-26305692 • E-mail: ama@amaindia.org

Website: www.amaindia.org

Android Mobile App: AMA-Ahmedabad amaIndia.org



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REGISTRATION FORM:

Please fill-in and return this form along with participation fee to:
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ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015.
Phone:079-26308601-5 • Mobile : 9537407187, 7069940917
Fax: 079-26305692 • E-mail: ama@amaindia.org
Website: www.amaindia.org
Android Mobile App: AMA-Ahmedabad amaIndia.org

Cheque should be drawn in favour of
"Ahmedabad Management Association".

Name(s)	Position
1. _____	_____
2. _____	_____
Organization: _____	
Address: _____	

Pin Code: _____	
Telephone(s): _____	Mobile: _____
Fax: _____	
E-mail: <input type="text"/>	