



Programme on **Effective Business Communication**

Sunday, December 10, 2017 ( 9.30 a.m. to 1.30 p.m.)

**Venue:** Torrent-AMA Management Centre • Core-AMA Management House  
ATIRA Campus, 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 – Strategy & Global Operations) Fibre2Fashion Pvt. Ltd., Ahmedabad; 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, Sales & Marketing, Corporate Planning, Corporate Communication, and Personnel & Administration; Strong exposure to the strategic, tactical as well as the execution sides of the business.

**Fee:** Rs.800/- per person inclusive of GST. (fee includes course fee, cost of reading material and lunch). A booklet on this topic will be circulated to all participants. Cheque should be drawn in favour of “Ahmedabad Management Association”

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**Registration Form:** Please fill-in and return this form along with participation fee to :

**Ahmedabad Management Association**, AMA Complex, Ahmedabad 380015. **Ph.:** 079-26308602-5

**Mobile:** 9537407187, 7069940917, 7203030990 • **E-mail:** ama@amaindia.org • **Website:** www.amaindia.org

**Android Mobile App:** AMA-Ahmedabad amaIndia.org

Name(s)	Position
1. _____	_____
2. _____	_____
Organisation:	
<b>GST No.:</b>	AMA GST No.: <b>24AAATA 5881D1Z0</b>
Address:	
	Pin Code:
Phone:	Mobile:
E-mail: <input type="text"/>	