



INDIAN INSTITUTE OF MANAGEMENT
INDORE



IIMI
FDP

Faculty Development Programme
Advanced Communication: Approaches & Research
Methods
March 15-25, 2021 (Online Mode)

About FDP: IIM Indore is committed to providing research and teaching skill enhancement programmes for fellow faculty of business schools in India. The Faculty Development Programmes (FDP) at IIM Indore are carefully designed to bridge the gap in quality research and teaching skills in management education.

Programme overview: Communication as a field encompasses varied forms of enquiry and research. The different streams that range from everyday engagements such as Business Writing to Digital Humanities, Diversity and Information Communication Technologies 4 Development have a wide-ranging impact on the way in which institutions and organisations find relevance and generate impact. In the light of these concerns, this programme is structured to provide an insight into not only the various streams in Communication but also to upskill participants with applicable and appropriate research methods and tools.

Contact details of the programme coordinator:

Prof. Shweta Kushal
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HOW TO ENROLL

Applicant willing to participate in the programme shall enrol themselves by filling the application form available on the website next to the programme. Last date for submission of application is March 7, 2021. The applications are not complete until receipt of programme fee. Incomplete applications will not be processed.

For more details, please contact:

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Objectives: This course hopes to be able to:

1. Provide an insight into the communication streams and strategies required to be relevant and generate impact
2. Expose participants to the key issues in communication research and equip them with various methodologies and tools
3. Introduce the manner in which these tools can be applied in order to conduct research while sensitizing about approaches to research in communication.

Content:

1. Key Issues in Communication Research
2. Internet Based Research Methods
3. Business Writing in the 21st Century
4. Visual Signification
5. Applying Visual Semiotics to Marketing Communications and Organization Studies
6. Persuasive Communication
7. Dealing with Difficult People
8. Gender and Inclusivity: A Communication Approach
9. Digital Humanities in the Modern University
10. Information Communication Technologies 4 Development

Target audience: This Programme is intended for Faculty from Communication and allied areas who work to facilitate and enquire into various aspects of communication

PROGRAMME FEE PAYMENT

The programme fee of Rs. 17,500 (Rs. 14,830 plus 18% GST) is to be paid by way of electronic fund transfer.

Name of Beneficiary: Indian Institute of Management Indore
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