

# Managerial Communication for Professional Success (MCPS)



INSTITUTE OF BUSINESS ADMINISTRATION (IBA)  
UNIVERSITY OF DHAKA

## Managerial Communication for Professional Success (MCPS)



A Six Week Certificate Course in Managerial Communication & Interpersonal Skill Development for the Managers



### Course Overview & Objectives

Interpersonal & Communication skill is the most critical skill for workplace success; then again, the 'act of communicating', itself can be a source of great stress for managers. This course is designed to help participants develop receptive mindset and accommodative attitude for enabling effective and unbiased communication. In this course participants will learn the techniques and processes involved in writing, speaking specially communicating effectively in the real life business world. They will learn to apply the direct pattern to business correspondence. One of the focus areas of the course will be developing participants' oral presentation skills. Participants will learn how to research and write business reports. The course will equip the students with the required skills to write effective job application letters & resumes. They will learn to conduct and participate in meetings. Competent language usage will be emphasized throughout the course, as will individual and group work. Finally, this course will equip the participants with the essential professional communication skills & the right attitude required to be successful in the workplace.

### Specifically Designed for You!

This communication course has been designed to enhance the capability of individual managers for improved communication through heightened awareness, adaptive mindset and new techniques learnt. The course is thus useful for managers irrespective of discipline, tier or industry.

### Course Takeaways

Upon successful completion of this course, the participants will be able to:

- Understand the communication process in any context; specially in a digital world.
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- Undertake a thorough audience analysis and customize messages for impact.; within and outside the organization.
- Internalize communication barriers and design strategies for overcoming communication barriers for professional success.
- Identify the characteristics of and develop written documents utilizing the characteristics for good news, routine, neutral, bad news, negative, and persuasive messages. In essence write successful letters / emails. Communicating in a virtual environment.
- Research, outline, and write a business report across industries.
- Design, prepare and deliver winning business presentations and PowerPoint essentials.
- Explain the steps to improving listening skills in face to face and virtual world.
- Write winning Resumes & Cover Letters (Job Application Letters) and learn how to perform well in an interview.
- Network effectively to manage their career for superior growth and find the right job matching their skills and ambition.
- Understand the intricacies of the role of non verbal cues in everyday communication.
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## Methods of Instruction

Methods will include, but are not limited to the following:

- Students are introduced to the material through lecture and example. The instructor explains the material to be covered and then demonstrates the concept. This is followed by the students performing an oral or written exercise on the topic. This method gives the student an overview of the material and then serves to further explain the concept of business communications.
- Student learning is enhanced with collaborative



assignments. Students are divided into groups of three to five students each. This method serves to reinforce the material covered by the instructor and introduce students to team dynamics and group communication intricacies.

- Instructional methods include group activities, visual aids, and question and answer periods. Students are encouraged to ask questions on concepts not understood, and the instructor is able to use other students and visual aids to help clarify problem areas.
- Cases and exercises will be assigned to the students to ensure the development of their problem solving ability from a simulated real world perspective.

## Class Schedule & Venue

The certificate course is taught over Six Weeks (Weekends Only). As such there are 12 classes held;

each class being 3 hours in duration. Classes are held on IBA premises on Fridays & Saturdays.

Course participants have access to IBA Library and Computer Centre facilities.

## Eligibility Criteria

Prospective candidates must fulfill the following criteria to be considered for admission:

- Bachelor's degree (minimum CGPA of 2.00 out of 4.00 or second class) in any discipline
- Preferably 2 years of work experience with reputed organization/s. (work experience may be relaxed for exceptional candidates)

## Admission Procedure: Interview

Candidates fulfilling the above requirements should apply using the prescribed application form available at [www.iba-du.edu](http://www.iba-du.edu) or at the MDP office. Eligible candidates will be called to appear before an interview board for final selection.

## Course Assessment & Certification

The course assessment will be done through individual and group assignments, case studies and examinations. On successful completion of the course, participants will be awarded a certificate issued by IBA, University of Dhaka.



## Resource Persons

The resource persons for the program are faculty members of IBA, University of Dhaka. Leading industry experts may also conduct sessions.

## Contact Details

### Management Development Program (MDP)

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## Course Moderator



**Mohammad Saif Noman Khan**  
Associate Professor

Chairperson  
IBA Computer Center (2009-10,  
2013-15)

BBA Program (2010-11)

Institute of Business Administration, University of Dhaka

MBA, Strategy & Management Consulting (Schulich,  
Canada)

MBA, Finance (IBA). BA (Hons.), MA, English  
Literature (DU)

## Disclaimer:

IBA authority reserves the right to make any necessary changes to the contents of this brochure.