

Our other  
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Building Business Intelligence from Social Media	April 24, 2017
2.	Strategic Sourcing	May 1-2, 2017
3.	Online Payment Systems and Data Security	May 5, 2017
4.	Google: Search Engine Optimization and Search Engine Marketing (SEO and SEM)	May 18-19, 2017
5.	How to Summarize and Present your Business Data	May 29, 2017
6.	Effective Purchasing Skills	June 5-6, 2017
7.	A Consultants' Tool-Kit for Solving Strategic Problems & Enhancing Business Performance	June 29-30, 2017
8.	Enhancing Managerial Effectiveness	July 3-5, 2017
9.	Finance for Non-Finance Executives	July 10-12, 2017
10.	Quality Analytics	July 17-18, 2017
11.	Applied Marketing Research Techniques	July 20-21, 2017
12.	Developing an Intrapreneurial Mindset for Effective Leadership	July 24-25, 2017
13.	Advanced Excel Training	July 27-28, 2017
14.	Problem Solving and Decision Making	August 3-4, 2017
15.	Effective Communication for Women in the Workplace	August 9-10, 2017
16.	Advanced Microsoft Excel for HR Managers	August 22-23, 2017
17.	Product Management	August 28-29, 2017
18.	Decision Making Techniques for Managers	August 30-31, 2017
19.	Effective Communication and Presentation Skills	September 4-5, 2017
20.	Project Management	September 5-6, 2017
21.	Spreadsheet Modeling for Financial Analysis	September 7-8, 2017
22.	HR Analytics and Social Media	September 11-12, 2017
23.	Effective Negotiation Skills	September 13-15, 2017
24.	Digital Marketing: Winning Concepts and Practices	September 18-19, 2017
25.	Coaching & Mentoring for Personal and Professional Success	October 9-10, 2017
26.	Written Business Communication	October 26-27, 2017
27.	Assessing Geopolitical Risks for Doing Business in Asia-Pacific Region	November 9-10, 2017
28.	Advanced Microsoft Excel for Managers	November 15-16, 2017
29.	Restructuring and Business Valuations	November 20-21, 2017
30.	Making the Supply Chain Responsive	November 23-24, 2017
31.	Nurturing the 5th Dimension of Leadership	November 27-28, 2017
32.	Superannuation Planning	December 4-5, 2017
33.	Customer Management in a Digital Marketing Space	December 7-8, 2017
34.	Enhancing Assertiveness & Positive Attitude	December 11-12, 2017
35.	Strategic CSR: From Agenda Building to Impact Measurement	December 14-15, 2017
36.	Creating Winning Sales Teams	December 18-19, 2017
37.	Foreign Exchange Risk Management	December 21-22, 2017
38.	Managerial Leadership and Team Building	January 11-12, 2018
39.	Social Media Marketing and Social Listening	January 15-16, 2018
40.	Crisis Communication	January 18-19, 2018
41.	Data Analytics: Introduction to R Software	January 24, 2018
42.	Enterprise Risk Management for Creating Risk Intelligent Organisation	February 5-6, 2018
43.	Marketing Strategies for Winning in India and Emerging Markets	February 8-9, 2018
44.	Enhancing Personal Branding - Building Your Pathway to Professional Success	February 15-16, 2018
45.	Financial Reporting as per Converged Indian Accounting Standard	March 8, 2018

**ABOUT THE INSTITUTE**

Foundation for Organisational Research and Education (FORE), a non-profit autonomous organisation, was established in 1981 as a Center for Excellence for research, consultancy, training and management education by renowned professionals of global acclaim from Government and corporate sectors. With a view to meeting the needs of professional education of excellence in Management, FORE School of Management, New Delhi under the aegis of FORE was established in 1992. FORE has been working closely with industry and academia for developing contemporary new domains of managerial thought and education and contributing to the process of building leaders in today's global business environment. FORE has been setting benchmarks in management education for the last over 25 years. This is aptly reflected in the Top rankings by leading B-Schools surveys of the country and in a recent survey conducted by **CRISIL - a leading Ratings, Research, Risk and Policy Advisory Company in India - has rated FORE with A\*\*\* (the highest rating level) for the Delhi-NCR and A\*\* for the National level for both the two-year PGDM and PGDM (IBM) Programs.** Located in the heart of South Delhi, FORE provides contextual learning and helps in the development of students as thinking professionals, who have the ability to meet the upcoming challenges for tomorrow's corporate leaders. The Programs offered at FORE aim at developing multiple skills including managerial decision-making, problem-solving, analytical reasoning, communications, creativity and innovation. The Institute has a Board of Directors with representatives from Government, academic institutions and industry. The Institute has also an Academic Council consisting of eminent professionals from industry, government and other academic institutions. FORE takes pride in its professional and high-quality faculty in the fields of Communications, Economics, Finance, Human Resource Management, Information Technology, International Business, Marketing, Operations and Strategy. The faculty are drawn from leading national and international institutions and industries who are engaged in extensive research and consultancy, and possess a myriad of management skills. Eminent personalities and senior corporate professionals are invited from time to time to share their experiences and discuss real world managerial practices and market opportunities and challenges.

With a sharp focus on Management Education, Management Development Programs, Consulting and Research, and with 38 full time well qualified faculty FORE stands amongst the Top Business Schools in the country.

FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programs, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programs (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

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For any other information, please contact:

**Executive Education Office**

**FORE School of Management**

Adhitam Kendra

B-18, Qutub Institutional Area, New Delhi 110016.

Phone: (011) 2685 6301 (Direct), 4124 2424-33 (Extn. 471 & 498)

Fax: (011) 2652 0509

E-mail: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), Website: [www.fsm.ac.in](http://www.fsm.ac.in)

Management Development Programme

on

**Written Business Communication**

**October 26-27, 2017**

**FORE Campus, New Delhi**

Programme Director:  
**Prof. Anita Tripathy Lal**



Imparting Knowledge for Exploring New Horizons



DESIGNED BY: ALPS PRINTERS

## INTRODUCTION

To succeed in business today one needs to have the ability to communicate with people both inside and outside the organization. One's success or failure depends to a large degree on how effectively one communicates. In fact besides oral communication, written communication skills of an executive is indeed a great tool to achieve both personal and professional success. In today's globalized era, having written communication skills is the key to communicate effectively with the management and also to connect with cross cultural clients. Considering the importance of written communication in the business world today, the training program has been designed.

## OBJECTIVES

- To enhance the written communication skills.
- To analyse and write clear, concise, audience centric business messages.
- To improve upon internal and external written communication.
- To learn to write business proposals & reports.

## CONTENTS

- Principles of Written Communication
- Business Letters
- Email Etiquette
- Techniques of Writing Business Messages (Deductive & Inductive Approach)
- Intra Organizational Written Communication
- External Written Communication
- Business Proposals
- Business Reports

## PEDAGOGY

The methodology would be case based discussions and written exercises; submission of written business letters & reports followed by detailed feedback. Written communication would be designed around real life business situations.

## WHO SHOULD ATTEND

The participants are expected to be a good mix of sales & marketing managers, project leaders, team heads, senior managers from Public & Private sectors, Multinational Organizations, Government departments & other sectors like Tourism, Hotels, BFSI, Advertising, Hospitals etc.

## DURATION & VENUE

**Dates:** October 26-27, 2017

**Venue:** FORE School of Management, B-18, Qutub Institutional Area, New Delhi 110016

## FEE

**Non-residential:** Rs. 16,000 per participant (plus GST @18%) covering professional fee, programme kit and tea/lunch.

**Residential:** Rs. 26,500 per participant (plus GST @18%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Residency Resorts (P) Ltd./Qutab Residency, New Delhi or equivalent from **noon of October 25, 2017 till noon of October 28, 2017.**

## Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before October 20, 2017.
- One complimentary nomination on non-residential basis for every group of three nominations from the same organization, i.e., 3+1 participants for the fee of 3 participants.

**Fee is payable in advance by way of Local Cheque / DD in favor of "FORE School of Management" payable at New Delhi. You can also make online payment of fees by logging on to FORE website [www.fsm.ac.in/mdpcalendar\\_201718.html](http://www.fsm.ac.in/mdpcalendar_201718.html)**

## REGISTRATION

The registration form duly filled in along with the Programme fee should reach us at least 7 days before the commencement date of the Programme. You can also register & pay online by logging on to FORE website [www.fsm.ac.in/mdpcalendar\\_201718.html](http://www.fsm.ac.in/mdpcalendar_201718.html). In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

## CERTIFICATE OF PARTICIPATION

The Institute issues a certificate of participation on conclusion of the programme.

## FACULTY

The faculty members of the Institute will take the programme sessions, except for a few sessions that may be taken by guest speakers.

## PROGRAMME DIRECTOR

**Prof. Anita Tripathy Lal:** Prof. Lal is Professor at FORE School of Management, New Delhi. Her expertise lies in the areas of Business Communication, Leadership & Entrepreneurship. She is a PhD from IIT Kanpur and has about 21 years of work experience in the areas of teaching, training and research. She also has the experience of teaching for three years as visiting faculty at IIT Delhi and IIT Kanpur. She has been a part-time consultant for two years to NTPC's World Bank funded projects on Environmental Impact Assessment. She has also conducted number of MDPs and workshops in the areas of 'interpersonal relationship, communication & presentation skills, assertiveness, positive attitude, leadership, entrepreneurial competencies, opportunity evaluation and business model & plan. She has keen interest in personality development and research related activities. She has national and international research papers in the areas of Business Communication and Entrepreneurship. At FORE, she Heads the Centre for Entrepreneurship Development. In 2012, she has received certification on 'Mentor Development Program for Entrepreneurs' jointly from London Business School and National Entrepreneurship Network. Being a certified mentor she has been successfully mentoring entrepreneurs. Her passion though, remains Student Start-ups. She has been felicitated by TiE New Delhi for her contribution as a Mentor to the TiE Young Entrepreneurs (TYE 2014-15). She is also on the 'Mentoring Board' of IIT Kanpur Entrepreneurship Cell. Prof. Lal is able to create an ideal blend of Leadership, Entrepreneurship and Communication in her training programs, few of the most potential skills critical to creating success stories for Organizations in today's uncertain times. She can be reached at: <[anita@fsm.ac.in](mailto:anita@fsm.ac.in)>.

**FORE School of Management**  
Management Development Programme

## Written Business Communication

**October 26-27, 2017**  
**Registration Form**

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Organisation: \_\_\_\_\_

Office Address: \_\_\_\_\_

Phone: Office \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

Your expectations from the Programme: \_\_\_\_\_

Residential / Non Residential \_\_\_\_\_

### Payment Options

#### Online Payment

Programme fees can be paid through credit / debit card / net banking. Please logon to FORE website [www.fsm.ac.in/mdpcalendar\\_201718.html](http://www.fsm.ac.in/mdpcalendar_201718.html) for online registration and payment.

#### Offline Payment

Programme fees can be paid through Local Cheque / DD  
If attached please give details

Local cheque / DD No. \_\_\_\_\_ Date \_\_\_\_\_ Amount \_\_\_\_\_

Signature

(Please return the completed form by post, or fax (011 2652 0509)  
or email: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), to:

**Executive Education Office**  
**FORE School of Management**  
B-18, Qutub Institutional Area  
New Delhi 110 016

*Note: Please feel free to make copies of this form for additional registrations.*