



INDIAN INSTITUTE OF
MANAGEMENT CALCUTTA



EXECUTIVE PROGRAMME IN COMMUNICATION STRATEGIES FOR CORPORATE LEADERS (EPCSCCL) Batch 5

Long Duration Programme (LDP) for Working Professionals

PROGRAMME PARTNER



Duration: Six months

Mode: Live Online +
2 campus modules (total 7 days) at IIM Calcutta

Leadership Communication can move mountains. Learn the art.

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INTRODUCTION

A large part of leadership is effective communication. Yet, it doesn't always get the kind of focused attention it deserves, probably because "communication" is often comprehended only at a superficial level (fluency, reading, writing, etc.). However, when used strategically with a deep understanding of all its dimensions, leadership communication can move mountains!

The key to extraordinary success of a team or an organization lies in the harmonious coming together of a multitude of energies towards common goals, driven by a shared vision. When that happens, organizations surge ahead of others in a trailblazing journey of excellence. Obviously, this is no accident or chance. To make this happen, organizations need inspirational leadership at all levels to actualize the organizational vision through collective action.

The critical question therefore is: How should professionals groom themselves to start playing this crucial role?

As professionals progress into larger roles, strategic communication capabilities become a key influencing factor in the realization of their goals as well as their organization's. Leadership Communication goes much beyond the 'what' and 'how' steps of usual communication. It needs a very specialized understanding of the strategic core of Communication, seen and perceived in the context of ever evolving business, technology and cultural landscapes.

When leaders master the art of using communication strategically with a deep understanding of its multidimensional potential, they can elevate their leadership to a different level altogether. It's only then that magic starts to happen! However, behind what seems like magic, lies a deep understanding of the theory and practice of strategic leadership communication.



PROGRAMME OVERVIEW

Strategic leadership communication is not just about disseminating information but rather about using communication as a tool to influence, engage and achieve desired outcomes, and maybe even achieve the impossible!

IIM Calcutta's *Executive Programme in Communication Strategies for Corporate Leaders (EPCSCL)* is unlike any other Communications programme. Going way beyond the commonly held perceptions of Communication, the programme presents new paradigms of leadership communication, bringing in concepts from a diverse set of disciplines and unveiling powerful tools and practices, including manoeuvres that can act as game changers in complex business scenarios.

Designed by distinguished Communication professors of IIM Calcutta who have infused the programme with their research and experience, EPCSCL takes participants on an enjoyable and enriching journey into the multidimensional world of Communication, revealing insightful perspectives through a variety of disciplines (including Gamification, Data Storytelling, New Media Technologies, Agility, Contemporaneity, etc.).

The programme equips participants to use Communication as a remarkably efficient strategic tool in the achievement of personal and organizational goals.

WHO SHOULD ENROLL IN THIS PROGRAMME?

EPCSCL is designed for corporate professionals who need to use communication to pave the way for the actualization of their vision and achievement of goals through collective action. The programme will greatly benefit corporate leaders as well as those desirous of assuming higher leadership positions in the near future.

Those in the following roles will particularly find this programme immensely beneficial:

CEOs • Directors • CXOs • Function/Department Heads • Senior Sales Professionals • Defence Leadership • Corporate Communications Professionals • Marketing Communications Professionals • Management Consultants • Team Leaders

ELIGIBILITY CRITERIA FOR APPLICATION

Working managers with at least a bachelor's degree (10+2+3) in any discipline with minimum 50% marks AND work experience of at least eight years

Please note that application does not guarantee admission. IIM Calcutta reserves the right to select candidates. Candidates will be shortlisted based on assessment of background and motivation expressed on their application form. Shortlisted candidates will have to appear for a personal interview (on a video platform) with the faculty, based on which the decision to accept the candidate to the programme will be made. The eight-year experience criterion is just the entry bar. Past batches of the programme have had many participants with much higher experience.



ABOUT IIM CALCUTTA

The Indian Institute of Management Calcutta (IIMC) was established as the first national institute for Post-Graduate studies and Research in Management by the Government of India in November 1961 in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation and Indian industry. Over the past four decades, IIM Calcutta has blossomed into one of Asia Pacific region's premier business schools and amongst the top 3 business schools in India. IIM Calcutta is the first triple accredited management school from India and one amongst 86 such business schools globally to have accreditation from Association to Advance Collegiate Schools of Business (AACSB), EFMD Quality Improvement System (EQUIS) and Association of MBAs (AMBA). It has been playing a pioneering role in professionalizing Indian management through its Post Graduate and Doctoral level programme, Executive Training Programmes, Research and Consulting Activities. Today, IIM Calcutta attracts the best talent in India - a melting pot of academia, industry and research. The best and brightest young men and women pursue its academic programmes. The main thrust of training is to imbibe a sense of strategic outlook to management problems in the students. The emphasis, therefore, is on management as an integrated process and requires the students to develop a global view of economic, technological, cultural and political environment of the business. IIMC has a very strong alumni base, which makes it unique among the top management institutes of the world. IIMC alumni are occupying leadership positions as corporate managers, academicians and successful entrepreneurs, worldwide. The alumni maintain a close relation with the institute, helping each other in their growth.

ABOUT THE PROGRAMME DIRECTORS

The programme has been designed by two eminent scholars of the institute who have deep expertise in Communication as well as its intersection with various domains. They bring this programme alive with an interdisciplinary approach, helping participants explore and master the strategic side of Communication from multiple angles.

Professor Nandita Roy



Dr. Nandita Roy teaches Communication at the Indian Institute of Management Calcutta. Her research is multidisciplinary, at the intersection of philosophy, technology, gender studies, storytelling and new media, with special emphasis on video games. Her academic training in qualitative

research methods in humanities and new media, coupled with her experience in the media and communications industry, informs her understanding of philosophy, ethics, gender and media. She seeks to better understand how these intersecting areas can help create a more diverse, inclusive and ethical business environment.

Dr. Roy's teaching philosophy is to inculcate in her students a sense of inquisitiveness and joy in learning. Through inclusive critical pedagogy using elements of game-based learning, she seeks to contextualize theoretical ideas for application in business contexts, thereby bridging the gap between theory and practice.

She has previously worked at the Indian Institute of Management Lucknow and National Geographic Channel, India.

Professor Pragyan Rath



Dr. Pragyan Rath is an Associate Professor in the Indian Institute of Management Calcutta (IIMC). She has been researching in visual-verbal representations in a literary genre called Ekphrasis and holds a PhD from the Indian

Institute of Technology Bombay (IITB). Her research publications in national and international journals focus on Visual Cultures, Communication Analytics and Language Games.

Dr. Rath teaches Problem Solving Techniques and Advanced Analytical Skills in Corporate Communications across all programmes in IIMC. She is developing strategic communication as a research and industry focussed expertise through her various authored collaborations, of which a few include Communication Strategies for Corporate Leaders (Routledge, 2018); Corporate Communication (Cengage, 2018); and New Insights into Prognostic Data Analytics in Corporate Communication (Business Expert Press, 2020).

PROGRAMME COVERAGE

Leading with Communication Strategy

Conceptualizing of a start-up toolkit for positioning communication not just as medium of interaction but as leadership strategy

Sales Pitch through Impactful Argumentation

Using the NUDGE factor from the domain of behavioral economics as communication converters

Public Speaking—Crafting a Contemporary Public Narrative

Repositioning oration as a leadership skill for contemporary inclusive oriented industry and policy

Leveraging Digital Communication for Leaders

Preparing platform-oriented strategies for digital presence and impact

Inter-Cultural Business Communication

Understanding of various cultural dimensions which are active in transnational workspaces for designing effective communications

Data Presentations

Reorienting data through stories for persuasive presentations

Leaders as Conflict Processors—Conflict Resolution and Negotiation

Transposing communication from the area of literature to the disciplines of behavioural sciences

Story-telling in the Digital Era

Employing trans-medial, branding and digital story-telling as leading market influencers

Communication Analytics - Visual Communication Trends

Adopting a neo-classical approach in analyzing visual data in the larger pool of data analytics for business investigations

Communicating With(out) AI

Understanding how AI—primarily large language models (LLMs)—and the age of generative text affects leadership communication

Gamification

Leveraging game-like elements in non-game scenarios



HOW DO PARTICIPANTS ATTEND LECTURES?

This six-month programme will be primarily delivered through live online video lectures that participants will be able to access over the Internet on their desktop/laptop irrespective of their location.

LIVE ONLINE SESSIONS

IIM Calcutta professors will deliver these lectures live from the institute and participants will be able to interact with them virtually.

Session Schedule: Saturdays 10:00 a.m. to 1:00 p.m. IST

CAMPUS IMMERSION

Participants will visit the IIM Calcutta campus for seven days of on-campus learning (3 days towards the beginning and 4 days towards the end of programme). Campus immersion is a great opportunity for participants to interact face-to-face with the professors as well as cohorts in enriching discussions and classroom learning. Participation in these campus modules is mandatory for certification.

The campus visit is subject to government and institute guidelines prevailing at the time. If the campus visit has to be cancelled by the institute due to unavoidable circumstances, the topics planned for the campus module will be covered through the online mode. However, if the campus visit is conducted, participation will be mandatory for certification.

METHODOLOGY

The sessions are designed to be highly interactive and participative even when they are virtual. The programme will combine theory with practical inputs, real-life case studies, presentations, personalized feedback and campus visit. Participants will often be expected to engage in discussions to bring out the nuances of real-life practices and challenges.

EVALUATION

For participants to successfully complete the programme, they must:

- a) have at least 75% attendance before mid-term as well as before end-term, and
- b) attend the campus immersion module, and
- c) attend and clear the exams (described below)

Mid-Term Examination: Participants will form teams and complete their respective team projects

End-Term Examination: Each participant will prepare and present a strategic leadership pitch of persuasion in the faculty's presence.

This is a great opportunity for every participant to get personalized feedback from the faculty. Video recordings of these presentations will also be shared with participants.



CERTIFICATION AND ALUMNI STATUS

On successful completion of the programme (as defined under EVALUATION), participants will receive their certificate of completion from IIM Calcutta. They will also be accorded the prestigious IIM Calcutta Executive Education Alumni status.



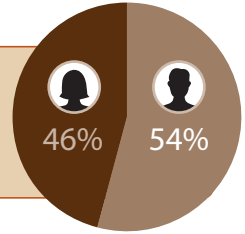
Note: Certificate sample for illustration purposes only. Design subject to change as per sole discretion of the institute.



PROFILE OF PAST BATCHES

Average Work experience
10-20 Years

Participant Gender Split



Industries Represented

Automobiles	BFSI	FMCG
Healthcare & Pharma	Manufacturing	IT/ITES
Construction	Hospitality	E-Commerce
Education & Training	Media & Entertainment	Telecom

What Past Participants Say



“John F. Kennedy's quote, 'Leadership and learning are indispensable to each other,' has been made clear to me while studying EPCSCL. I have implemented the

strategies learned in real-life corporate settings and have started seeing its benefits by economising communications and being more impactful when needed. The curriculum is comprehensive and incredibly practical — a big thanks to the Programme Directors, VCNOW and IIM Calcutta.”

Dipa Das
Group Head
Publicis Groupe



“EPCSCL has been a very enriching experience for me and is highly relevant to today's time. The faculty members are excellent, very interactive

and open to discussing requests or questions. I enjoyed the interactive sessions and liked the way opportunities were given to speak up. I developed insights on how to make your communication more impactful and learned shades of leadership communication.”

Satish Ojha
Head - Capability Building India cluster
Merck Group



“EPCSCL is a must-take for all corporate (and PSU) professionals aspiring to reach top ranks in their field. Participants are trained by world-renowned

IIM Calcutta professors who have deep expertise in this domain. As an EPCSCL graduate, I have reinforced my language of leadership, improved my negotiation and argumentation proficiencies, developed the skill to nudge effectively and better adapted to cross-cultural corporate environment dynamics.”

Deepak Ranjan
Product Head
JSW Steel



“EPCSCL has been a thought-provoking journey. It opened me to the many facets of communication strategies, ranging from analytics to business

investigation, politics, philosophy, sociology and anthropology. As someone with 18 years in the field as a former Chief Editor and national award-winning communication leader, EPCSCL has granted me a novel outlook that transcends each element of strategic leadership.”

Prof. Mahul Brahma
Dean & Professor
NSHM Knowledge Campus

WHY ENROLL IN THIS PROGRAMME?

The programme is transformational in nature. It takes participants deep into the very core of Communication through various routes and unlocks the secrets of using its immense power. Senior professionals whose role involves influencing others would find this programme deeply insightful as well as thoroughly practical for today's business landscape.

The programme has been carefully curated for corporate leaders as well as those desirous of assuming higher leadership positions in the near future.

On successful completion of the programme, participants are expected to start using Communication strategically as a powerful tool to significantly enhance employee engagement and motivation, foster trust and credibility, and catalyze overall organizational success.

Some key enablers they would be equipped with include:

- Learn strategic skills in leadership communication to assume higher leadership positions
- Get referential guidance through a novel communication guidebook that can help corporate leaders operationalize their vision and mission
- Gain insights on manoeuvres that can act as game changers in complex business scenarios that require critical thinking
- Adopt a neo-classical approach to Communication Analytics
- Understand the Argumentation / Persuasion theory of behavioral economics as communication converters
- Effectively convey insights and recommendations to teams and organization



ABOUT VCNOW

IIM Calcutta has partnered with VCNOW—a premier Executive Education enabler—for the delivery of this programme. The academic aspects of the programme including certification will be administered by IIM Calcutta. VCNOW will enable the technology platform for programme delivery, and act as a facilitator between the participants and the institute so that the learning experience is seamless, enriching and enjoyable.

VCNOW is trusted by India's premier B-Schools as well as thousands of working professionals who have benefitted from various career-enhancing executive education programmes. VCNOW is also the largest infrastructure based HD-videoconference service provider of India. Its countrywide network of 60+ virtual classroom studios spread across 30 cities, extends the interactive live learning experience from the four walls of institute classrooms to neighbourhoods across the country. Its online learning platform, in the Direct-to-Device (D2D) mode, extends the reach further, making interactive live learning possible on any connected device anywhere.

VCNOW is a brand owned by Unified Collaboration Services LLP.

PROGRAMME FEES

Application Fee	INR 2,500 + GST	
Programme Fee	INR 3,20,000 + GST Payable in three installments	Installment 1 <i>To be paid within 10 days of issuance of offer letter</i> INR 1,10,000 + GST
		Installment 2 <i>Payable by February 10, 2024</i> INR 1,00,000 + GST
		Installment 3 <i>Payable by April 10, 2024</i> INR 1,10,000 + GST

Please note:

- Additional GST (currently at 18%) will be applicable on all above amounts. Any additional payment due to change in any of the applicable govt. taxes during the tenure of the programme will have to be borne by the participants.
- All fees (including application fee) are non-refundable.
- Payment of all fees should be made in favour of Unified Collaboration Services LLP. VCNOW is a brand owned by Unified Collaboration Services LLP.

LOAN ASSISTANCE

Loans from financial institutions are available for pursuing this programme. If you need assistance with availing a loan, connect with Programme Advisors on +91-8929903380 (9 am to 9 pm).

IMPORTANT DATES

Application Closure Date (last phase): **February 29, 2024**

Programme Commencement: **March, 2024**

HOW TO APPLY

Applications to the programme are accepted only through the online route. Visit the following link to apply online:

https://iimcalcutta.vcrvcnow.in/EPCSCL-05/student-reg/registration_lms.php

The application must be complete in all respects including remittance of application fees, uploading of academic and experience related documents and submission of Statement of Purpose (SOP) & Profile. Incomplete applications will not be considered for further processing.

In case you need any assistance during the application process or have a query about the programme, please speak to our Senior Academic Advisors on +91-8929903380 (9 am to 9 pm).



PROGRAMME IN A SNAPSHOT

IIM Calcutta's EXECUTIVE PROGRAMME IN COMMUNICATION STRATEGIES FOR CORPORATE LEADERS (EPCSCCL) Batch 5

DURATION

Six months

MODE

Live Online +
2 campus modules (total 7 days) at IIM Calcutta

WHO SHOULD ENROLL?

- CEOs • Directors • CXOs
- Function/Department Heads
- Senior Sales Professionals
- Defence Leadership
- Corporate Communications Professionals
- Marketing Communications Professionals
- Management Consultants
- Team Leaders

ELIGIBILITY CRITERIA

Working managers with at least a bachelor's degree (10+2+3) in any discipline with minimum 50% marks AND work experience of at least eight years

PROGRAMME DIRECTORS

Prof. Nandita Roy & Prof. Praygan Rath
IIM Calcutta

PROGRAMME PARTNER

VCNow
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FEES

Application Fee: INR 2,500 + GST
Programme Fee: INR 3,20,000 + GST

IMPORTANT DATES

Application Closure Date (last phase): Feb. 29, 2024
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CONTACT DETAILS

Senior Academic Advisors
(9:00 a.m. to 9:00 p.m.) +91-8929903380

APPLY ONLINE

[https://iimcalcutta.vcrvcnow.in/EPCSCCL-05/
student-reg/registration_lms.php](https://iimcalcutta.vcrvcnow.in/EPCSCCL-05/student-reg/registration_lms.php)



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