

SUCCESSFUL BUSINESS COMMUNICATION

February 12–March 26, 2018 (Monday to Thursday) | 6:30 pm to 8:30 pm
Venue: IBA City Campus, Garden/Kayani Shaheed Rd, Karachi

How often poor communication becomes a major reason for the failure of an otherwise successful career!

Don't let weak business communication skills do this to you or a member of your team.

Learn how to align your potential understanding of professionalism with the desired expectations of your company's communication trends. This course will help you improving your business communication skills which in turn will help you to improve your & your team's performance, dealing with clients, organizing and expressing ideas in writing, turning conflict situations into agreeable outcomes, and increase the level of

KEY BENEFITS FOR PARTICIPANTS

This course will polish your written and oral communication skills along with your interpersonal communication skills. You will learn effective communication and professional relationship building through face-to-face, written, oral and non-verbal communication. The Successful Business Communication course will provide practical skills and knowledge that will transform your personal and professional interactions and lead to more rewarding and meaningful communication. You will be provided with all the right tools that you require to sharpen your communication skills, build your



Course Fee: PKR 24,000/-

*Inclusive of
certificates and course manual*

For queries & information:

Sumera Muhammad

Manager, Skills Development Program
Center for Executive Education
Ext: 1801 | Email: smuhammad@iba.edu.pk

Mirza Irshad Baig

Executive, Center for Executive Education

For Registrations:

Ph.: 021-38104700-01 Ext: 1541

Fax: 021-38103008

Email: BESDP@iba.edu.pk;

Website: <http://sdp.iba.edu.pk>

Join us: <https://www.facebook.com/IbaBusinessenglish>

Registration form and Fee Voucher are available at our website:

<http://sdp.iba.edu.pk>

Fee is to be deposited in cash / pay order in any branch of
FAYSAL BANK Ltd., A/C No. 110-2162113-006.
No fee will be accepted in cash/cheque at our office.

VERBAL COMMUNICATION

- Active Listening Training: The secret of Great communicators!
- Business Etiquette (Nonverbal Communication)
- Conflict Resolution
- Body Language Training: Think on Your Feet
- Creative Problem Solving
- Meeting Management (Group Discussion & Board Meetings)
- Negotiation Skills
- Interview Skills
- Professional Telephone Skills
- Professional Presentation Skills
- Team Communication
- Delivering Constructive Criticism



WRITTEN COMMUNICATION

- Sentence structuring and writing mechanics
- Paragraph construction and expansion
- Business writing principles
- Writing Letters
- Writing Email
- Writing Memorandums
- Writing Agenda & minutes of the meeting
- Writing CV and Cover letter
- Proof-reading skills



Participants' Profile

Its primary purpose is to equip you with the skills required for clear, concise, effective business communication in an efficient and professional manner. It is

- ◆ Personal assistants
- ◆ Small Business Owners
- ◆ Managers
- ◆ Sales representatives
- ◆ Customer service personnel
- ◆ Administration staff
- ◆ Accounts staff
- ◆ Teachers