

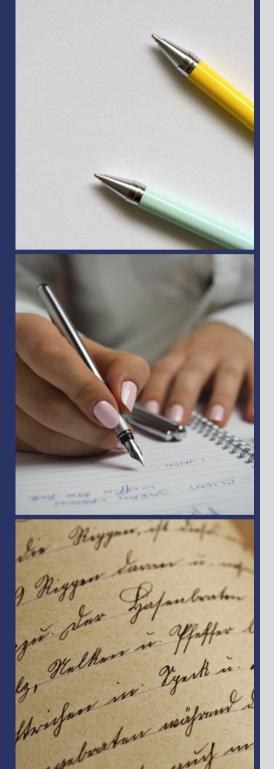
Training on

Business Writing



Center for Executive Education

Institute of Business Administration



Dates and Days

February 28 - April 17, 2020 Tuesdays & Fridays

Timings

7:00 PM - 9:00 PM

Venue

IBA City Campus

Course Investment

PKR 28,000/- (exclusive of 5% SST)

Course Contents

This 30 hour course is designed to cover the following topics in detail,

1 Introduction 2
Sentence
Construction

*3 Paragraph*Construction

4
Introduction to
Business
Writing

5
Mastering the
Foundations of
Business Writing

6 Mastering the Diversity in Business Writing

/ External and Internal Communication 8 Persuasive Messages

9 Daily Routine Messages

10 Goodwill Messages

11 Negative Messages

12 Employment Correspondence



Phone

021-38104700-01 | Ext 1801, 1811, 1813 & 1541

Email

besdp@iba.edu.pk

Website

sdp.iba.edu.pk

Address

City Campus,
Garden/Kayani Shaheed
Road, Karachi.

Syed Qaiser Hussain

Syed Qaiser Hussain has done various trainings related to English Language & Communication at CEE-IBA. He is a Ph.D. research scholar and his area of specialization is Speaking Anxiety among adult learners of English. Qaiser is also an IBA Certified, HEC Recognized Trainer for soft skills' development. He has conducted workshop on Effective Communication Skills for Bank Alfalah. He has also conducted workshop for HEC on Writing Business Reports and Presentation Skills. He has been teaching English language and Communication Skills at tertiary level for the last 9 years. He has also taught at University of Karachi, **NED University of Engineering and Technology, Institute of Business Management - CBM, Bahria University, Karachi** Institute of Economics and Technology, and National **University of Modern Languages...**