



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow



Training on

Business Writing

IBA CEE

Center for Executive Education
Institute of Business Administration

IBA CITY CAMPUS



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*

7

*External and
Internal
Communication*

8

*Persuasive
Messages*

9

*Daily Routine
Messages*

10

Goodwill Messages

11

Negative Messages

12

*Employment
Correspondence*

FOR REGISTRATIONS:



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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..

Meet the Instructor: