

# FUNDAMENTALS OF BUSINESS CORRESPONDENCE

How often poor writing and bad grammar becomes a major reason for the failure of an otherwise successful career! Don't let weak writing skills do this to you or a member of your team. Learn how to **create business documents** that say what you mean and achieve the results you want. This course not only covers the basics of how to improve your writing skills but also how to achieve the right result from your written correspondence. It is interactive, fast paced, fun and full of techniques you can use immediately.

## Who should attend?

Its primary purpose is to equip you with the skills required to write clear, concise, effective business documents in an efficient and professional manner. It is particularly relevant to:

- Personal assistants
- Managers
- Sales representatives
- Customer service personnel
- Administration staff
- Accounts staff



## Course Contents

1. Structure your business documents effectively
2. Review basic concepts in sentence & paragraph construction
3. Learn to use email professionally & effectively
4. Write in a clear, concise style
5. Get your message across convincingly
6. Give your business documents that final polish before you send them
7. Learn how agendas, email messages, business letters, business proposals are structured in a professional environment

*Write Intelligently....*

Skills Development Program

Adding Skills to Experience

## For Registration

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## For queries or information

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#### **Skill Development Program**

Center for Executive Education

Institute of Business Administration

City Campus: Garden/ Kayani Shaheed

Road, Karachi- 74400

### Office:

Room Number 21, First Floor, Towfiq

Chinoy Administration Block



**“You can have all the great ideas in the world and if you can’t communicate, nobody will hear them.”**

*Kara Blackburn, a senior lecturer in managerial communication at the MIT Sloan School of Management.*

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.

**August 1-September 2, 2016**  
(Every Monday, Wednesday & Friday)  
**Time: 06:00 pm-09:00 pm**  
**Course Fee: PKR 15,000/-**

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