

## DEVELOP & ENHANCE YOUR COMMUNICATION SKILLS!

# SUCCESSFUL BUSINESS COMMUNICATION

November 26, 2018–January 7, 2019 (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 confidence. It is interactive, fast paced, fun & relaxed and full of techniques you can use immediately.

### 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 confidence, and gain an advantage at the workplace.



**Course Fee: PKR 24,000/-**

*Inclusive of certificates and course manual*

#### For queries & information:

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**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 particularly relevant to:

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

# TRAINERS' PROFILE

## **FARHAN UDDIN RAJA**

**Farhan Uddin** is a research fellow. He has completed M.Phil. English (Applied Linguistics) program, University of Karachi in 2017 and M.A. English (Applied Linguistics) from University of Karachi in 2009 since then he has been serving as a language teacher at various reputable institutes. He has been part of University of Karachi for more than three years, Pakistan Air Force- Karachi Institute of Economics and Technology (PAF-KIET), IoBM, & Institute of Business Administration (IBA). He is currently serving as Senior Lecturer at Szabist.

His teaching experience includes teaching; Functional English, Business English, Written Discourse, Advance Interactive English, Business Communication and Technical Report Writing at Institute of Business Administration (IBA) and several other institutes. He enjoys training students for communication skills especially for understanding tactics of interviewing skills and handling meetings. He particularly enjoys training people in Public Speaking and has organized numerous competitions of Debates and Public Speaking.

He is actively involved in research and has contributed many research articles to Higher Education Commission (HEC) recognized Journals. His publications include:

Farhan Raja. "Adapting prescribed tertiary level ELT textbooks in Pakistani Classrooms." Journal of Social Sciences & Humanities, University of Karachi

Farhan Raja. "Spoken Communication Skills taught at English Language Institutes as a second language." Journal of Research (Humanities), University of Punjab

Farhan Raja. "The representation of truth from different perspectives through Critical Discourse Analysis" Journal of Social Sciences & Humanities, University of Karachi

Farhan Raja. "Bilingual Education System at primary schools in Pakistan." Journal of Research (Humanities), University of Punjab

Raja, F.U. (2017). Critical Discourse Analysis of Freedom Flotilla carrying aid to Gaza." Pakistan Business Review, 19 (1), 216-232.

Raja, F.U. (2017). Anxiety level in students of public speaking: causes and remedies. Journal of education and educational development, 4 (1), 94-110.

He also presented a paper at Society of Pakistan English Language Teachers.

"Exploiting prescribed English Language textbooks (ELT) in Pakistani Classrooms to enhance students' reading comprehension skills", International Conference of ELT World organized by SPELT, 2010. Venue: Bahria College, Karachi.

Currently he is serving as speaking examiner for Cambridge First English at ICD and Trainer for Cambridge English Certificate in English as a medium of Instruction at IBA.

Students feel very comfortable with him because of his very cooperative personality and student centric approach of teaching. Farhan conducts training of Advance Interactive English, Public Speaking, and Business Correspondence in IBA's Skill Development Program. The courses' participant mix range from students to senior level positions. Farhan has trained more than 1300 executives and students. Majority of the executives who have attended these courses are from mid-level positions. His participants' feedback has always been excellent and is on average in the range of 4.5 to 4.8.

# TRAINERS' PROFILE

## SYED SAJID SIRAJ

Syed Muhammad Sajid Siraj is currently pursuing his MS in Applied Linguistics. He holds a Master Degree in English Linguistics. He is member of Cambridge English Teacher forum & keeps adding to his portfolio by participating in internationally offered courses & webinars by University of Cambridge and Harvard University. He is also been a Corporate Trainer with International Group of Hotels in Saudi Arabia, Pakistan International Airline and Delloti International.

Mr. Siraj has presented talks at different institutions and platform. He has presented papers at various national and international conferences. He has conducted numerous workshops on teachers' training at renowned organization.

He's a CELTA (Certificate in English Language Teaching to Adults) certified from University of Cambridge and ESP (English for Specific Purposes) from Aga Khan University. Currently he is engaged in teaching Interpersonal Communication Skills, Business Communication, Functional Grammar and Functional English at tertiary level at renowned institution of Karachi.

He has worked several years for international organization in Saudi Arabia, Middle East and Thailand. He has worked in the capacity of in-house trainer as well.

He enjoys teaching Presentation Skills using PowerPoint & Prezi, Pronunciation, Accent Neutralization, Creative Writing, and Interpersonal Communication skills.

He has also experience of working with more than 42 different nationalities in his career.

