

COURSE INVESTMENT:

RS: 25,000/-

(EXCLUSIVE OF 5% SALES TAX)
(INCLUSIVE OF CERTIFICATE AND
BUSINESS NETWORKING)



021-38194700-01 Ext:
1541, 1813, 1801, 1811



IBA Karachi, City Campus



besdp@iba.edu.pk



sdp.iba.edu.pk



BUSINESS ENGLISH



ENHANCE THE COMMUNICATION PROCESSES IN YOUR BUSINESS.

INSTRUCTORS

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.

OUTLINE

Reading

- reading a variety of business texts
- developing prediction, skimming and scanning skills
- understanding meaning from context
- taking notes on important information

Writing

- learning to write business letters, emails, memos, and reports
- developing self-correcting and editing strategies
- writing with greater accuracy, and more sophisticated sentences and vocabulary
- improving your CV and written job applications

Listening

- following and understanding information from discussions, presentations, news reports, company visits and business excursions
- developing note-taking skills
- identifying the attitude of speakers talking about different business concepts

Speaking

- giving, justifying and discussing your opinions on different business topics
- developing confidence, fluency and accuracy
- presentations in Week 5 and 8/9.

COMMUNICATION