

# 30 hours on-campus training

## Effective Business Writing



- Experienced trainers
- Comprehensive 30 hours training
- Practice sessions
- Assessments
- Rich learning & networking experience

This course is relevant for those who want to improve or refresh their writing skills. Specially designed for junior to mid-level executives, admin staff, young researchers, customer service professionals, executives dealing with clients, management trainees, auditors, teachers, students, etc.

**September 14–November 18, 2021**

Every Tuesday & Thursday | 6:30 pm to 8:30 pm | IBA City Campus

Training Investment: PKR 25,000 + 5% SST

(fee is inclusive of training material, business networking, & certificate)

Registration Link: <https://tinyurl.com/2021BWS>

# 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 &  
Internal  
Communication**

**8**  
**Persuasive  
Messages**

**9**  
**Daily Routine  
Messages**

**10**  
**Goodwill  
Messages**

**11**  
**Negative  
Messages**

**12**  
**Employment  
Correspondence**

# Trainers' Profile:

## Farhan Uddin Raja

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

His teaching experience includes teaching; Functional English, Business English, Written Discourse, Advance Interactive English, Business Communication, and Technical Report Writing. He enjoys training individuals 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.

He also presented a paper at the 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. Currently, he is serving as a speaking examiner for Cambridge First English at ICD and Trainer for Cambridge English Certificate in English as a medium of Instruction at IBA.

Farhan has been associated with the Center for Executive Education as a corporate trainer since the Year 2012. He conducts training on Business Communication, Business Correspondence, Public Speaking, Business English, and Interactive English, etc. He has been part of CEE's customized training for Pakistan Petroleum Limited, Standard Chartered Bank, Sindh Workers Welfare Board, National Bank of Pakistan, & Interactive Research and Development (IRD Global), House of Habib, etc.

## Syed Sajid Siraj

Syed Muhammad Sajid Siraj is a Ph.D. fellow. He holds a Master's Degree in English Linguistics. He is a member of the Cambridge English Teacher forum & keeps adding to his portfolio by participating in internationally offered courses.

He is also been a Corporate Trainer with the International Group of Hotels in Saudi Arabia, Pakistan International Airline, and Deloitte International. Mr. Siraj has presented talks at different institutions and platforms.

He has presented papers at various national and international conferences. He has conducted numerous workshops on teachers' training at renowned organizations. He's a CELTA (Certificate in English Language Teaching to Adults) certified from the University of Cambridge and ESP (English for Specific Purposes) from Aga Khan University.

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

He has been associated with CEE as a corporate trainer since the Year 2016. He conducts training on Business Communication, Presentation Skills, Interpersonal Skills, Business English, etc. He has also conducted CEE's customized training for Pakistan Petroleum Limited and Standard Chartered Bank, National Bank of Pakistan, & Interactive Research and Development (IRD Global), etc.



# REGISTRATION OPEN!

DON'T MISS THIS OPPORTUNITY!

Registration Link: <https://tinyurl.com/2021BWS>

## Training Investment

**PKR 25,000/- (Plus 5% SST)**

**inclusive of training material, certificate, & business networking**

Early Bird Discount of 15% on registering by August 15, 2021

\*Group Discount of 10% for 2 or more participants from the same organization

\*\*Group Discount of 15% for 5 or more participants from the same organization

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Payment can be made via Pay Order in favor of "IBA Karachi"

*{Pay Order will be received at IBA City Campus from 10 am to 3 pm}.*

*Please follow the COVID-19 SOP while visiting campus}*

Or deposit the cash/online transfer in the following MBL Account:

Account Title: IBA Karachi | A/c Number: 9911-0101960067

Bank Name: Meezan Bank Limited | Branch: Jubilee Market Branch Branch

Code: 9911 | Currency: PKR

SWIFT Code: MEZNPCKA | Bank Address: Meezan Bank Ltd,

Jubilee Market Branch, Karachi

IBAN # PK 43 MEZN 00 9911 0101960067

Branch License # : BRL 21250

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For inquiries and slot reservations,

Please call ((021) 38104700 (Ext 1801, 1811, 1813, & 1541)

Email: [besdp@iba.edu.pk](mailto:besdp@iba.edu.pk)

Visit our website for more details: <https://sdp.iba.edu.pk/>