

GRAMMAR FOR PROFESSIONALS

Do you Sound and Look as smart as you are???



The course aims at addressing grammar woes of professionals working in different fields and needing immaculate language skills to free them from despairs of ‘not-knowing-language’.

Even extraordinary accomplished professionals sometimes get stuck over the rules and structure of grammar. The informality of e-mail, texting, and tweeting has crept deep into business communication. It is very common to hear a colleague make a grammatical mistake such as “There’s new people you should meet”, “*How expert is she?*” though the right is “*There’re new people you should meet*”, “*How is she expert?*” Even former Yahoo! CEO Jerry Yang was known for ignoring capital letters in his e-mails.

Conveying ideas with clarity, accuracy and professionalism make writing effective. Grammar for Professionals is an ideal course for the busy working professionals who want to make their writing error free and professionally effective.

COURSE INVESTMENT: Rs.16,000/- (Inclusive of certificates and course manual)

The course will cover:

- ◆ Exclusive grammar and its rules
- ◆ Editing your work
- ◆ Formal expressions of the language
- ◆ Professional, clear and effective business writing

Date & Duration:

October 02, 2018 – November 01, 2018
(Tuesday, Wednesday & Thursday)

Timings:

6:00 pm to 8:00 pm

Venue:

IBA City Campus,
Garden/Kayani Shaheed Rd, Karachi

TRAINER'S PROFILE

Barera Quadri

Ms Quadri has seven years of teaching, training and editorial experience at tertiary level. She is MPhil in Applied linguistics and Masters in English (Linguistics). She worked with different renowned institutes including, Ziauddin University, DOW University of Health Sciences, University of Karachi, Fatimiyah Education Network, Tabani's, Agha Khan University-Examination Board, and Institute of Business Management (IoBM). Currently she's associated with Institute of Business Administration (IBA) and Zindagi Trust where she trains teachers and executives and design curricula. In addition to this, she has a vast research experience. She has also developed a 4 year curriculum for Occupational Therapy department for Institute of Physical Medicine & Rehabilitation (IPMR), DOW University of Health Sciences, Karachi. and, she has presented in various International conferences. She is a committed & self-motivated individual & having critical thinking, organizing & planning capability with good oral & written communication skills

FACTS

"Professionals with 6-9 promotions made 45% fewer grammatical errors than those who'd been promoted 1-4 times".
Forbes (Mar 2013)

"A study last year from the Society for Human Resources and Management shows that 45% of employers plan to increase training for grammar and other language skills (meaning they're unhappy with the levels now)". *Business Insider*

"Kyle Wiens, the CEO of iFixit, wrote earlier this year that he refuses to hire anyone with bad grammar".
Forbes (Sept 2013)

The 30 hours course will introduce you to new standards of professional language ex-actitude & will train you to become more ef-fective communicator.

For queries & information:

Skills Development Program

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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.