

**IBA SKILLS DEVELOPMENT PROGRAM**

# SUCCESSFUL BUSINESS COMMUNICATION

**Develop & enhance your communication skills**

**25 hours verbal communication+  
25 hours written communication**

Especially relevant for:

- Small Business Owners
- First Line Managers
- Sales Representatives
- Customer Service Personnel
- Administration Staff
- Accounts Staff
- Teachers
- Students

Training Investment  
**PKR 20,000**

**Exclusive of 5% SST**

inclusive of training material,  
certificate, & virtual business  
networking

March 29 - May 10, 2021  
Monday to Thursday  
6:30 PM-8:30 pm  
@ZOOM

Registration Link: <https://tinyurl.com/1SBC2021>

**+92-21-38104700/01 Ext 1801, 1811, 1813 | [besdp@iba.edu.pk](mailto:besdp@iba.edu.pk) | [sdp.iba.edu.pk](http://sdp.iba.edu.pk)**

# Topics Covered

## 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

# 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, and Sindh Workers Welfare Board, 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, etc.

## REGISTRATION OPEN!

DON'T MISS THIS OPPORTUNITY!

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**PKR 20,000/-**

**Exclusive of 5% SST**

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

Early Bird Discount of 15% on registering by March 8, 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

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  
Code: 9911 | Currency: PKR  
SWIFT Code: MEZNPKKA | Bank Address: Meezan Bank Ltd,  
Jubilee Market Branch, Karachi  
IBAN # PK 43 MEZN 00 9911 0101960067  
Branch License # : BRL 21250

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