

SUCCESSFUL BUSINESS COMMUNICATION

September 02 – October 21, 2019 (Monday to Thursday) | 6:30 pm to 8:30 pm
Venue: IBA City Campus, Garden/Kayani Shaheed Rd, Karachi

How often is it that 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)
Sales Tax: 5%
Total Amount: Rs 25,200/-

For Registrations:

Ph.: 021-38104700-01 Ext: 1801, 1811, 1813, 1541

Email: BESDP@iba.edu.pk |

Website: <http://sdp.iba.edu.pk> |

Join us: <https://www.facebook.com/IbaBusinessenglish>

Registration form and payment details are available at our web-
site: <http://sdp.iba.edu.pk>

*Payment: Please submit a pay order in the name of IBA **Karachi***

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

TRAINERS' PROFILE

SYED SAJID SIRAJ

Syed Muhammad Sajid Siraj is currently pursuing his MS in Applied Linguistics. He holds a Master Degree in 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.

Madiha Rehman

Madiha Rehman is working as the Director of Programs at AzCorp Entertainment. She holds a Masters degree in Applied Linguistics from the University of Karachi. She's also an Alumna of US Exchange Program (Educational Leadership Program), 2015. Having been associated with the field of education and program management for more than twelve years

Rehman firmly believes in the power of education to transform lives. Her experience ranges from teachers training, 21st century learning skills, techniques of countering violence extremism through positive learning content and language integrated learning. She's an honorary member of the Board of Advisors of PIPS School System and Hunar Ghar Foundation. She also has the honour of teaching at Karachi's top business schools including SZABIST, IBA, NED University and others.

