

Effective communication & Business Writing



April 11 June 3, 2016

Mon , Wed & Fri

5:00 pm to 7:00 pm

IBA City Campus

Fee: 30,000/-

Course Outline

- *Key to business communication and how to write clearly and effectively*
- *Organizing your thoughts concisely achieving best results*
- *To incorporate courtesy and reader focused writings*
- *Writing that is intriguing and stimulates reader interest*
- *To influence and persuade your audience*
- *Conveying credibility and professionalism*
- *Writing for various business purpose emails, letters, reports*

Overview

The reason writing, or any sort of business communication, is important is the same reason we engage in business: to create positive business results. Effective business writing helps one towards a successful career. It sparks confidence and aids you to create business documents that convey exactly what you intend and achieve the desired results. This course covers basics of business writing and numerous tips and techniques that will help you write correctly, concisely and purposefully.

Skills Development Program

Adding Skills to Experience



Trainer's Profile

Ms. Fatima Hatim Anjary is a lecturer and corporate trainer for English Writing/Speech and Presentation skills. She has completed her Maser in Mass Communication and is currently pursuing her MPhil/PhD. She conducts training to excel in writings for both academic/corporate needs.

She has over 8 years of teaching experience in well reputed universities like Ziauddin and IBA, and teaches English Language, Business English, communication skills and presentation skills courses. She understands the need to write and converse appropriately and effectively in English. Her teaching methodology incorporates vigor and optimism that makes learning easy.

She offers workshops and trainings for public speaking, presentation skill, effective communication, interviewing skill, soft skills and business writing.

Registration form & Fee Voucher are available at our website: <http://cee.iba.edu.pk/BEnSDP.shtml>.

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.

For Registrations



Skills Development Program

Adding Skills to Experience

Audience

Potential Managers/ Supervisors

Newly Promoted Managers/Team Leaders

Middle to Senior Managers Line Managers

Anyone looking to excel in their roles

For Queries & information

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