How often poor writing and bad grammar becomes a major reason for the failure of an otherwise successful career! Don’t let weak writing skills do this to you or a member of your team. Learn how to create business documents that say what you mean and achieve the results you want. This course not only covers the basics of how to improve your writing skills but also how to achieve the right result from your written correspondence. It is interactive, fast paced, fun and full of techniques you can use immediately.

Who should attend?

Its primary purpose is to equip you with the skills required to write clear, concise, effective business documents in an efficient and professional manner. It is particularly relevant to:

- Personal assistants
- Managers
- Sales representatives
- Customer service personnel
- Administration staff
- Accounts staff

Write Intelligently….
Date: Aug 28-29, 2015  
Day: Friday & Saturday  
Time: 09:00 am-05:00 pm  
Fee: 20,000 PKR

For Registration

Tel: (021) 38104700-01  
Ext: 1541  
Fax: (021) 38103008  
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“Trainer’s Profile”

Farhan Uddin Raja is a visiting faculty at IBA. He is currently enrolled for his M.Phil. English (Applied Linguistics) program, University of Karachi. He completed his M.A. English (Applied Linguistics) from University of Karachi and since then he has been serving as a language teacher at various reputable institutes. He has been part of University of Karachi for more than three years, Pakistan Air Force- Karachi Institute of Economics and Technology (PAF-KIET).

His teaching experience includes teaching; Functional English, Business English, Written Discourse, Advance Interactive English, Business Communication and Technical Report Writing and several other institutes.

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 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.

Students feel very comfortable with him because of his very cooperative personality and student centric approach of teaching. Farhan is currently teaching Advance Interactive English and Public Speaking.

“I am very grateful to Sir Farhan Raja for teaching us such a complicated and difficult topic. The way he taught and managed the whole course is very much appreciable and admirable.”

- Mois Sarwar  
Student  
Public Speaking Course