



Institute of  
Business Administration  
Karachi

Leadership and Ideas for Tomorrow

# SKILL DEVELOPMENT PROGRAMS

**DECEMBER - 2013**

## Grammar for Professionals

*Good grammar projects your professional reliability, performance acumen & learning ability.*

This 30 hours course will introduce you to new standards of professional language exactitude and will train you to become an effective communicator.

**Date:** Dec 30, 2013 - Jan 22, 2014 | Monday to Thursday

**Timings:** 6:30 pm to 8:30 pm | **Duration:** 30 hours

**Fee:** PKR 12,000/-

## Customer Service Optimization

*Winning & retaining your customers.*

This workshop is designed to enhance participants' customer service understanding and skills with the prime aim of building and nurturing 'customer orientation'. Focus will be on customer discovery, customer thinking and needs, customer value & customer experience.

**Date:** Dec 30, 2013 - Jan 24, 2014 | Monday & Friday

**Timings:** 6:30 pm to 8:30 pm | **Duration:** 16 hours

**Fee:** PKR 12,000/-

## Perfecting your Resume & Interview

*Market YOURSELF!*

We will coach you to transform your resume into a powerful tool & get your toughest interview questions answered to attain the job that you want!

**Date:** Dec 31, 2013 - Jan 18, 2014 | Tuesday & Saturday

**Timings:** 3:00 pm to 6:00 pm | **Duration:** 18 hours

**Fee:** PKR 8,000/-

## The Art of Presentation

*Present like a pro to elevate your influence.*

Impressive and impactful presentations are critically important for business success and advancement of career. Learn from the professional to become a persuasive presenter & the winning one.

**Date:** Jan 8 - Feb 8, 2014 | Wednesday & Saturday

**Timing:** 3:00 pm to 5:00 pm | **Duration:** 20 hours

**Fee:** PKR 12,000/-

## Selling...made easy

*Learn the art of professional selling.*

The course is designed in modular form to equip you with all the necessary tools of professional selling i.e. be it creating relationship, making strategy, planning calls, giving presentations and follow-ups.

**Date:** Jan 8 - Feb 8, 2014 | Wednesday & Saturday

**Timings:** 6:00 pm to 8:00 pm | **Duration:** 20 hours

**Fee:** PKR 12,000/-

## Advanced Interactive English

*Rise to a new level of language proficiency.*

A higher level of Interactive English Course designed to address the advanced and technical needs of Language proficiency, required by professional and trainers. It is designed to make participants get equipped with all the tools, techniques and skills set to make them not only a confident user of language but also to make them an expert and the knowing one.

**Date:** Jan 10 - Feb 9, 2014 | Friday-Sunday

**Timings:** 5:00 pm to 8:00 pm (Fri & Sat) | 9:00 am to 12:00 pm (Sun) | **Duration:** 45 hours

**Fee:** PKR 18,000/-

**For registration:**

**Ph:** 021-38104700-01 **Ext:** 1801,1541 **Fax:** 021-38103008

**Email:** BE&SDP@iba.edu.pk **Website:** <http://cee.iba.edu.pk/BE&SDP.shtml>