



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow

SKILL DEVELOPMENT PROGRAMS

AUGUST - 2014

Public Speaking

Take the step from nervous novice afraid to speak presenter to savvy & pro eager to address.

The 40-hour course aims to turn those with the usual public speaking fears and phobia into polished professionals who get their ideas across with poise and enthusiasm.

Tap into these techniques and achieve amazing results with Public Speaking

August 25-September 27, 2014 (every Monday, Wednesday & Saturday)

5:45 pm to 8:10 pm (Monday & Wednesday) & 5:00 am to 8:00 pm (Saturday)

Training Investment: PKR 16,000/-

Successful Business Communication

Develop & enhance your communication skill

Business Communication Course is for executives working in today's highly competitive environment, or students aspiring to get into prestigious business houses. Improving your business communication skills will help you to improve your & your team's performance, dealing with clients, organizing and expressing ideas in writing, resolution of conflict situations into agreeable outcomes, and increase the level of confidence. 25 hours of verbal communication & 25 hours of written communication

August 25-October 6, 2014 (Monday to Thursday) | 6:30 pm to 8:30 pm | Training Investment: PKR 20,000/-

Refining Writing Skills

Enrich your writing skills with the fineries to pen your ideas.

The aim of this mini-course is to provide you means by which you can refine your mode of writing, expression [i.e. the way you put your point of view to others], and your general corporate vocabulary.

August 29-September 6, 2014 (every Friday & Saturday) | 10:00 am to 5:00 pm | Training Investment: PKR 25,000/-

Marketing for Non Marketers

Learn to gain a competitive advantage in your respective business function.

This mini-course is designed for non-marketers to teach you the fundamental concepts of marketing that will help you in better decision making. The focus is on surveying the breadth of concepts and issues in the marketing of products and services to consumers. The topics covered include strategic marketing, consumer behavior, customer segmentation, market research, product design, pricing strategy, marketing channels, competition, advertising and promotion strategy.

August 30-September 7, 2014 (every Saturday & Sunday) | 9:00 am to 1:00 pm | Training Investment: PKR 16,000/-

For registration: Ph: 021-111 422 422; 021-38104700-01 **Ext.** 1541, 1801

Email: besdp@iba.edu.pk **Website:** <http://cee.iba.edu.pk/BEnSDP.shtml>

Classes will be held at Institute of Business Administration, City Campus: Garden / Kayani Shaheed Road, Karachi-74400