



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow

SKILL DEVELOPMENT PROGRAMS

OCTOBER 2013

Business Communication

Communicate effectively with confidence!

This 40 hours course is for executives working in today's highly competitive environment, who want to improve their verbal and written communication, or students aspiring to get into prestigious business houses.

Date: October 7, 2013 to November 13, 2013 (40 hours)

Timings: 06:30 p.m. to 08:30 p.m. (Monday to Thursday)

Fee: Rs. 16,000/- per participant

Advance Interactive English

Rise to a new level of language proficiency!

The 45 hours course is designed to address the advanced and technical needs of language proficiency, required by working professionals and trainers. It will equip the participants with all the tools, techniques and skill sets to make them not only a confident user of language at their workplace and personal life, but also to make them an expert and the knowing one.

Date: October 11 to November 10, 2013 | Friday to Sunday (45 hours)

Timings: 05:00 pm to 08:00 pm (Friday & Saturday)

and 9:00 am to 12:00 pm (Sunday)

Fee: Rs. 18,000/- per participant

Marketing through Social Media

Boost your sales and business by becoming your own Social Media Manager!

In this one-day workshop you will explore a broad range of internet-based social media and integrating the use into overall strategic marketing efforts. The focus will be on using social media to establish and maintain an effective online presence. Among other topics, you will also examine online advertising and social media analytics.

Date: October 26, 2013 (8 hours)

Timings: 09:00 a.m. to 05:00 p.m.

Fee: Rs. 8,000/- per participant

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>

Classes will be held at Institute of Business Administration, City Campus: Garden/ Kayani Shaheed Road, Karachi-7440