

GOOD GRAMMAR PROJECTS YOUR PROFESSIONAL  
RELIABILITY, PERFORMANCE ACUMEN, & LEARNING  
ABILITY

## 30 HOURS COURSE ON GRAMMAR FOR PROFESSIONALS



The course aims at addressing grammar woes of professionals working in different fields and needing immaculate language skills to free them from despairs of ‘not-knowing-language’.

This course particularly aims at training participants about common grammatical errors and how to avoid them.

It is a grammar intensive course structured to start clearing concepts from very basic knowledge of grammar components i.e. Nouns, pronouns, verbs; and takes participants to an advanced level of understanding meanings associated with usage of different words and impacts that could be created with them.

### Focus Areas

- \* Common mistakes in usage of Nouns & pronouns
- \* Subject – Verb Agreement
- \* Usage of different tenses and attached connotations
- \* Common mistakes in use of Tenses
- \* Conditional Sentences
- \* Modal Verbs
- \* Right use of Active & Passive Voice
- \* Connectors and common errors
- \* Prepositions
- \* Punctuation

### Date & Duration:

December 30, 2013-January 23, 2014  
(Monday to Thursday)

### Timings:

6:30 pm to 8:30 pm

### Venue:

IBA City Campus,  
Garden/Kayani Shaheed Rd, Karachi

**HANDS-ON LEARNING ACCOMPANIED BY  
ONLINE LMS  
(LEARNING MANAGEMENT SYSTEM)**

## SKILL DEVELOPMENT PROGRAM

*Adding Skills to Experience*

**TRAINER'S PROFILE**

**SYEDA FAIZA HASSAN**

Ms. Hassan is a Graduate in English (Linguistics). She's member of Cambridge English Teacher forum and keeps adding to her portfolio by participating in internationally offered courses & webinars by University of Cambridge and Harvard University.

She's a certified language-skills-set trainer. Faiza has been teaching Communication Skills, Business Communication, Functional Grammar and Functional English at tertiary level at several renowned institutions of Karachi. She has worked previously as an Editor and Content Supervisor at Geographic Society Pakistan & Electro Computer Warehouse. She has to her editorial credits books like "Economic Fundamentals of Pakistan" & "Economics for HSSC Students". She enjoys teaching Presentation Skills using PowerPoint & Prezi, Pronunciation, Accent Neutralization, Creative Writing and Grammar.

Currently, she's associated with Center for Executive Education at IBA Karachi. At present, Ms. Hassan teaches Interactive English & Grammar for Professional in IBA's Skill Development Program.

"Professionals with 6-9 promotions made 45% fewer grammatical errors than those who'd been promoted 1-4 times". *Forbes (Mar 2013)*

"A study last year from the Society for Human Resources and Management shows that 45% of employers plan to increase training for grammar and other language skills (meaning they're unhappy with the levels now)". *Business Insider (Sept 2013)*

"Kyle Wiens, the CEO of iFixit, wrote earlier this year that he refuses to hire anyone with bad grammar". *Forbes (Sept 2013)*

The 30 hours course will introduce you to new standards of professional language ex-actitude & will train you to become more effective communicator.

**COURSE FEE**

Rs.12,000/- (*Inclusive of certificates and course manual*)

**For queries & information:**

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

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Registration form and 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.

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