

Remember, 'How' you say things in addition to 'what' you say = success

A 40 Hours Course on Public Speaking

IBA Institute of
Business Administration
Karachi
Leadership and Ideas for Tomorrow

The 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*.

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

By the end of this course participants will be able to use English to:

- ☑ Show higher-order knowledge in terms of the use of second language in presentations.
- ☑ Prepare well-structured MS Power Point slides keeping in view all technical aspects such as standard font, font size, organization of content, effective visual aids, and time management.
- ☑ Show deeper knowledge in analyzing target audience and tailor-making their speeches/slides according to a target audience in relation to content editing and other aspects.
- ☑ Use and vary body language and tone with regard to topic being presented.
- ☑ Analyze public presentations (speeches and slides) focusing on the above technical aspects of presentations.

Focus Areas

- ✍ Do's & Don'ts of Public Speaking
- ✍ Overcoming the Fear of Public Speaking
- ✍ Speech, Debate & Presentation
- ✍ Structure of Presentation
- ✍ Types of Presentations
- ✍ Speaker's Voice
- ✍ Audience Analysis
- ✍ Effective Use of audio/visual aids
- ✍ Effective Use of Humor, Ice-Breaks, etc.
- ✍ Non-Verbal Aspect
- ✍ Handling questions effectively



Date, Timings & Venue

August 25-September 27, 2014 (Monday, Wednesday & Saturday)
5:45 pm to 8:10 pm (Monday & Wednesday) &
5:00 am to 9:00 pm (Saturday)
Venue: IBA City Campus

Fee

PKR 16,000/- (inclusive of course material & certificate)

IBA CEE

Center for Executive Education
Institute of Business Administration

Skills Development Program

Adding Skills to Experience

Trainer:

Farhan Uddin Raja

Farhan Uddin Raja is a research fellow. 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), and Institute of Business Administration (IBA).

His teaching experience includes teaching; Functional English, Business English, Written Discourse, Advance Interactive English, Business Communication and Technical Report Writing at Institute of Business Administration (IBA) and several other institutes.

He enjoys training students for communication skills especially for understanding tactics of interviewing skills and handling meetings. He enjoys training people in Public Speaking and has organized numerous competitions of Debates and Public Speaking.

He is actively involved in research and has contributed many research articles to Higher Education Commission (HEC) recognized Journals. His publications include:

Farhan Raja. "Adapting prescribed tertiary level ELT textbooks in Pakistani Classrooms." Journal of Social Sciences & Humanities, University of Karachi

Farhan Raja. "Spoken Communication Skills taught at English Language Institutes as a second language." Journal of Research (Humanities), University of Punjab

Farhan Raja. "The representation of truth from different perspectives through Critical Discourse Analysis" Journal of Social Sciences & Humanities, University of Karachi

Farhan Raja. "Bilingual Education System at primary schools in Pakistan." Journal of Research (Humanities), University of Punjab

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. Venue: Bahria College, Karachi.

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 in IBA's Skill Development Program.

For queries & information:

SKILLS DEVELOPMENT PROGRAM

Ph.: 021-38104700-01 Ext: 1541

Fax: 021-38103008

Email: BE&SDP@iba.edu.pk

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

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Sumera Muhammad

Manager, Skills Development Program

Center for Executive Education

Institute of Business Administration.

City Campus Off. Garden Road, Karachi-74400.

Tel: 021-111 422 422; 021-38104700-01 Ext. 1801

Email: smuhammad@iba.edu.pk;

sumera.muhammad@gmail.com

Registration forms & fee challans are available at our website. 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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