



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow

SKILL DEVELOPMENT PROGRAMS

May - 2014

Marketing through Social Media

---Boost sales and business by becoming your own Social Media manager

In this two 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.

Date: May 17 - 18, 2014 | Saturday & Sunday | **Timings:** 9:00 am to 5:00 pm | **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 be it creating relationships, making strategy, planning calls, giving presentations or follow-ups.

Date: May 19 - June 18, 2014 | Monday & Wednesday | **Timings:** 6:00 pm to 8:00 pm
Fee: PKR 12,000/-

MS Project Basics

---Learn the techniques of successful project planning

This intensive hands-on training focuses on the fundamental use of the Microsoft Project software application. Participants will learn use of MS Project tools that will assist them to plan and manage projects effectively and timely. After attending this course, participants will be able to organize scope, develop schedules, manage resources & resolve conflict, manage the budget, manage multiple projects in a master file and provide accurate reports.

Date: May 21 - 30, 2014 | Every Monday, Wednesday & Friday | **Timings:** 5:30 pm to 8:30 pm
Fee: PKR 12,000/-

Business Communication

---Develop & enhance your communication skills

Business Communication Course is for executives working in today's highly competitive environment, or students aspiring to get into prestigious business houses. Main topics include: Interview Skills, Conducting Meetings, Presentation Skills, Corporate Correspondence, etc.

Date: June 2 - 27, 2014 | Monday to Friday | **Timings:** 6:30 pm to 8:30 pm | **Fee:** PKR 16,000/-

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

Email: be&sdp@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