

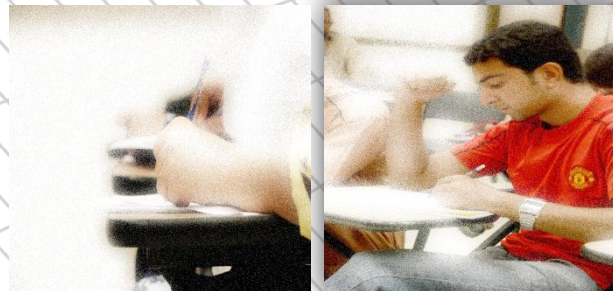
BUSINESS CORRESPONDENCE

How often poor writing and bad grammar becomes a major reason for the failure of an otherwise successful career! Don't let weak writing skills do this to you or a member of your team. Learn how to **create business documents** that say what you mean and achieve the results you want. This course not only covers the basics of how to improve your writing skills but also how to achieve the right result from your written correspondence. It is interactive, fast paced, fun and full of techniques you can use immediately.

Who should attend?

Its primary purpose is to equip you with the skills required to write clear, concise, effective business documents in an efficient and professional manner. It is particularly relevant to:

- Personal assistants
- Managers
- Sales representatives
- Customer service personnel
- Administration staff
- Accounts staff



Course Contents

1. Structure your business documents effectively
2. Review basic concepts in sentence & paragraph construction
3. Learn to use email professionally & effectively
4. Write in a clear, concise style
5. Get your message across convincingly
6. Give your business documents that final polish before you send them
7. Learn how agendas, email messages, business letters, business proposals are structured in a professional environment

Write Intelligently....

Date: Mar 16-Apr 18, 2015

Day: Every Monday,
Tuesday & Saturday

Time

Mon-Tue: 06:00 pm – 09:00 pm

Sat: 05:00 pm – 08:00 pm

Fee: 18,000 PKR

For Registration:

Tel: (021) 38104700-01

Ext: 1541 & 1801

Fax: (021) 38103008

Email: BE&SDP@iba.edu.pk

For queries or information:

Sumera Muhammad

Manager, Skills Development
Program IBA

smuhammad@iba.edu.pk

Mirza Irshad Baig

Executive, Center for Executive
Education IBA

mibaig@iba.edu.pk

Address:

Skill Development Program
CEE, Institute of Business
Administration, City Campus: Garden/
Kayani Shaheed Road, Karachi-
74400



“*“I am very grateful to Sir Farhan Raja for teaching us such a complicated and difficult topic. The way he taught and managed the whole course is very much appreciable and admirable.”*

- Moiz Sarwar
Student
Public Speaking Course

Trainer's Profile

Farhan Uddin Raja is a visiting faculty at IBA. 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).

His teaching experience includes teaching; Functional English, Business English, Written Discourse, Advance Interactive English, Business Communication and Technical Report Writing and several other institutes.

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

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.

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.

