

June 14-30, 2016

3:00 pm to 5:00 pm (every Tuesday & Thursday)

@ IBA City Campus

Fee: PKR 18,000/-

Effective



PUBLIC SPEAKING



Skills

...Your Key to Success!





Course Overview

Public speaking or delivering presentations is a skill that can be learned. This course covers all necessary aspects of effective public speaking/presentation skills that a professional would require. The teaching methodology of this course will be purely task based enabling participants to develop more confidence, building self-esteem, and getting more organized.

Course Contents:

- ♦ Understanding Public Speaking & its genres – 2 hours
- ♦ Audience Analysis – 2 hours
- ♦ Planning, Designing, & Delivering Presentations – 4 hours
- ♦ Non-Verbal Communication & Overcoming Stage Fright – 2 hours
- ♦ Demo Presentations – 6 hours

Learning Outcomes

- ⇒ Present message clearly, concisely, and persuasively
- ⇒ Determine audience attitudes and needs
- ⇒ Appear confident and composed
- ⇒ Achieve maximum impact
- ⇒ Use self-evaluation techniques to improve future presentations

Trainer's Profile

Madiha Rehman

Madiha Rehman holds Masters in English Linguistics from the University of Karachi. She has also attended several short courses on ESL and including ELT Management Leadership Program and Effective Writing Tools from TESOL Association and Stockton University, USA, respectively.

She has been associated with this profession for over 10 years teaching at various institutes and has facilitated several faculty development programs.

Her field of expertise includes Business Communication, English Writing Skills, and Research, etc.

She has two research papers:

Enhancing Speaking Skills of L2 Learners: A Classroom Based Ethnographic Study (Aug 2008 – Aug 2009)

Blended Learning (Integration of Information Technology with Classroom Teaching) (Jun 2008 – Nov 2008). And a publication on “A Synthetic teaching-learning model: A contextualized Study”, INTI Journal Malaysia, 2008

For information & queries:

Sumera Muhammad

Manager

Skills Development Programs
Center for Executive Education
Institute of Business Administration
Ext: 1801

Email: smuhammad@iba.edu.pk

Mirza Irshad Ali Baig

Executive

Center for Executive Education
Institute of Business Administration
Ext: 1811

Email: mibaig@iba.edu.pk

Registration form & 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.

For Registrations:

Skills Development Programs
Center for Executive Education
Institute of Business Administration
Ph.: 021-38104700-01 Ext: 1801 & 1811

Fax: 021-38103008

Email: BESDP@iba.edu.pk;

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

