Instructor Profile
Ms. Yasmin Zafar
Assistant Professor
Department of Marketing
IBA Karachi
Experience:
16 years teaching experience in areas of consumer, brand, services and strategic marketing and communication
10 years corporate experience in financial and hospital service industry; Chase Manhattan Bank, Ziauddin Hospital
Email: yzafar@iba.edu.pk

Course Description:
This course is designed to explore fundamental elements, characteristics, and processes of personal development. Personal experiences and peer examples will be integrated with a focus on discovery of personal skills, unique capabilities and differentiation. It will help prepare students develop a personal guide to strive towards the career and profession of their choice. The goal is to help participants use communication; both oral and written to develop a higher level of self-confidence. It will provide a jump start on resume construction.
**Learning Outcomes:**

1. Explore, develop and identify your key personal skill set; physical; intellectual; emotional; professional.
2. Understand and apply basic communication techniques to create a unique personal identity
3. Get a jump start on construction of your unique identity
4. How to present “You” in print; in person and in interviews
5. Image Management; Guide how to determine what you want to do to better market yourself

**Teaching Methodology:**

This course will be an interactive laboratory for participants to understand and discover personal capabilities; translate these into practical skill sets; and apply for effective and efficient personal marketing. It will encourage self-awareness; and provide opportunities for practice; critical and analytical thinking and intellectual activities; Scope of all exercise will be geared to the needs of the participants. The in–class methods will include: practical exercises; live examples; concept discussions; development games and role plays; model resumes and presentations, mock interviews and corporate simulations; and motivational speakers.

**Course Duration:**

2 hours per day; 5 days per week; 2 weeks
Monday through Friday 11 am to 1 pm