

Business Communication

Instructor Profile

kanwal.akhtar1987@gmail.com

Kanwal Akhtar, an MBA Graduate with a Major in Marketing from IBA Karachi, is an experienced trainer in the field of Marketing and Communication. She has a vast experience of training as well as working in some of the most prestigious organizations like Reckitt Benckiser, DHL, Engro-Polymer and Colgate-Palmolive.



She has taught Marketing related courses including “Persuasive Marketing” and “Marketing through Social Media,” which are now a regular part of the IBA Skill Development Program. She also works as a corporate trainer with training powerhouses like Octara and MDi, Pakistan.

As far as Communication and Leadership courses are concerned, she has “Business Communication,” which is a regular course in the IBA Summer School. She has also taught “Business English,” to MBA students at IBA and “Technical English,” to students of B. Telecom and B. Computer Sciences at Iqra University.

When she is not conducting trainings, Kanwal devotes her time to working as a Business Development Manager for Digital Tribe, a local and upcoming social media agency.

Course Description:

This course is designed to develop the ability to communicate effectively in a business which is a requirement by corporate employers. Topics like *methods and types of business communication, business skills in writing letters, memos, reports and proposals and speaking skills in informing, instructing, giving job interviews, selling, marketing, persuading, motivating and negotiating will be highlighted.*

Learning Outcomes:

- Students’ oral and written communication skills will be enhanced.
- Students will develop more confidence in public speaking
- Students will learn how to anticipate audience reaction when delivering presentations,
- Develop solutions after thorough analysis for business problems and cases,
- Prepare informal and formal reports after proper research,
- Use career and interpersonal skills that are needed to succeed such as working collaboratively, observing business etiquette, and resolving workplace conflicts and
- How to do persuasive marketing and respond to customer enquiries and complaints.

Teaching Methodology:

This course will be based on: *Theory and Discussions, Case Studies Analysis and Problem Solving, Presentations, Written assignments, Mock debates and negotiations, Extempore Speeches and Article presentations, Team building exercises and a small research and analysis report.*

“It is the supreme art of the teacher to awaken joy in creative expression and knowledge.”

- **Albert Einstein**

Taking inspiration from this quote, Kanwal aims at making her classes and sessions a mix of theoretical and practical learning. Always designing her class sessions to have activities that encourage learning and interaction in the class, Kanwal encourages her students to be opinionated and confident. With this teaching methodology her students derive maximum learning from her courses and apply them to their professional lives successfully.

Course Duration:

22nd July to 16th August, Tuesdays and Saturdays, 3 to 6 pm, **City Campus (8 classes)**