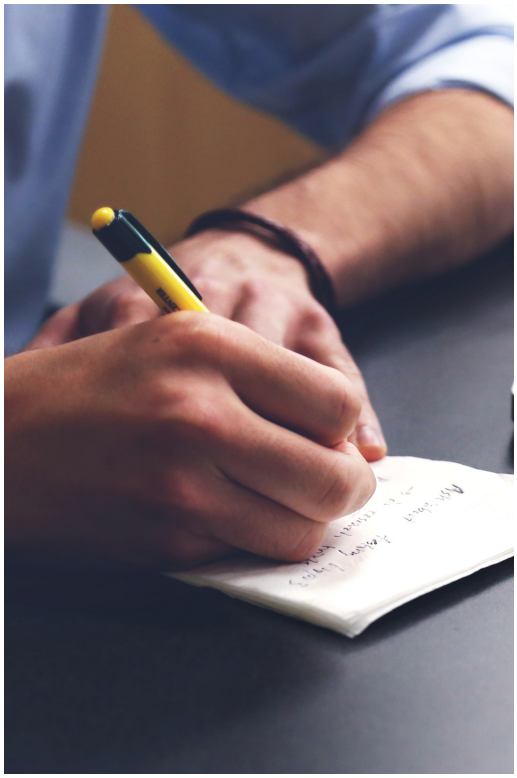

IBA Institute of Business Administration Karachi
Leadership and Ideas for Tomorrow

IBA Summer School

MASTER CORPORATE

Written Communication

Date: Aug 25 - Sept 05, 2019
Days: Wed, Thur, & Friday

COURSE TIMING:
07:00 PM TO 9:00 PM (WED) |
06:00 PM TO 9:00 PM (THUR & FRI)

Investment:
PKR.13,000

OVERVIEW

Effective writing is a powerful instrument in the corporate world. Explore how to communicate your ideas in a clear and concise manner which will make it easy to understand your thoughts by your supervisors / managers / authorities. Advanced techniques help teams write long documents such as reports. Improve your corporate writing skills by learning to use appropriate language expressions for your audience and adjust your writing style accordingly. You will also learn to avoid the most common writing pitfalls, and add valuable experience analyzing, writing and revising a wide spectrum of business communication including a simple interoffice memo to a twenty page business report, a negative message to a good news, or a business presentation to a persuasive letter. Discover how to put high-quality corporate writing to work for you.

Who should attend it: Corporate Executives, Teachers, Students, Parents, & Homemakers

WHAT YOU LEARN

After this course you will be able to:
1. Compose clear, concise communications.
2. Better organize your ideas and thoughts.
3. Create more effective emails.
4. Write for a worldwide market
5. Produce effective business documents

METHODOLOGY

- Slides
- Youtube videos
- Tedtalks
- Researches from Harvard University
- Station Presentations / Practice Presentations
- Role plays
- Recorded audios of the participants
- for feedback and improvement
- Questions and Answers throughout
- the session
- Mobile applications and software

TRAINER PROFILE

Barera Quadri has more than four years of teaching and training experience. In past, she worked with different renowned institutes including, DOW University of Health Sciences, Fatimiyah Education Network and Tabani's.
She is a Graduate in English (Linguistics). She is currently pursuing her MS Degree in Linguistics from NED University of Engineering and Technology.
She was also appointed as E-Marker for Agha Khan University-Examination Board. She's member of Cambridge English Teacher forum and keeps adding to her portfolio by participating in internationally offered courses and webinars by University of Cambridge and Harvard University.
She's certified language-skills-set trainer. She is a committed & self-motivated individual & having critical thinking, organizing & planning capability with good oral & written communication skills.

FOR REGISTRATION

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