ESSENTIAL & EFFECTIVE WRITING SKILLS

Instructor Profile
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Shadia Jaffer holds two Masters degrees: one in English Literature and the other in Applied Linguistics. She has been a visiting faculty member at IBA for the last ten years. She has been engaged in wide ranging courses at IBA such as Business Communication, Managerial Communication, English Grammar & Composition, Corporate & Company Law (owing to her Law background at the Civil Services Academy, Lahore).

Shadia is a career civil servant who, after taking the CSS examination, was selected for Pakistan Administrative Service (the then DMG). She is currently posted at Finance Department, Government of Sindh. She has also taught for sometime at NIPA. She was invited as a guest speaker at CEE, IBA on several occasions and has also conducted different workshops under the CEE. With her diverse exposure and valuable teaching experience, Shadia has established herself as a highly polished, seasoned and bankable faculty member at IBA.

Course Description:

This course aims to nurture students to write effectively and cogently with an emphasis on the elimination of grammatical errors and other related issues of vocabulary and syntax. This goal, once achieved, will pave way for the emergence of a clear and cogent writing style, fully reflective of an academically powerful expression. This course entails an assortment of different writing techniques, which will be covered, one by one, during interactive sessions with regular and guided practice.

Learning Outcomes:

✓ Enable students to write with an improved writing style, grammar and vocabulary.
✓ Harnessing their originality and creativity in writing shall be a prime concern of this course.
✓ Facilitate students to write improved paragraphs - the building blocks of any effective piece of writing.
✓ To instill and develop a sense of coherence in their writing and make them cognizant of the relevance of colored words, colorful words and colorless words.

Teaching Methodology:

There will be interactive sessions enabling the students to brainstorm their ideas and write them cogently. Guided assignments will be given in the class. Their work will first be evaluated by the instructor (along with detailed comments on each assignment) and returned to the students, who will then come up with their second draft on the basis of instructor’s comments and analysis. This methodology helps the students to improve their writing remarkably.

Course Duration:

Four 75-minute classes per week, with a total duration of 6 weeks.