**English Communication Skills**

**Instructor Profile**

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With a Major in Marketing from IBA Karachi, Kanwal is an experienced trainer who now facilitates communication and personal development programs for Octara. She has conducted successful programs on Oral Communication, Business Writing Skills, Corporate Etiquettes among many others.

Prior to Octara, Kanwal has garnered for herself significant experience in the fields of Marketing and Communication. She has hosted a multitude of events and has remained an active debater. She taught marketing related courses and programs including “Persuasive Marketing” and “Marketing through Social Media,” with the IBA CEE. Marketing being her second passion after Training, Kanwal also works as a Business Development Manager at Digital Tribe, a Social Media Agency.

‘It’s large but it’s still personal’ - With a passion to connect to people and contribute to their lives, Kanwal spends most of her available time listening, researching and coaching. Her trainings are a reflection of her beliefs: philosophy with energy, discussion with empathy, and simulations with reality.

**Course Description:**

This course is designed specifically for students in their A-levels/intermediate or pursuing their college/university studies to assist them in developing the ability to communicate effectively in written and oral English which is one of the most important requirements for today! Topics like *methods and types of business communication, basic grammar rules, business skills in writing letters, memos, reports and proposals and speaking skills in informing, instructing, giving presentations and public speeches will be highlighted.*

**Learning Outcomes:**

- Oral and written communication skills will be enhanced
- Learn the dynamics of the communication process and which strategies lead to effective communication
- Get insights into simple grammatical rules that polish up your writing
- Develop confidence in public speaking
- Anticipate audience reactions when delivering presentations
- Create technically sound and interesting presentations
**Teaching Methodology:**
This course will be based on: *Theory and Discussions, Presentations, Written assignments, Mock debates and negotiations, Extempore Speeches and Article presentations and Team building exercises.* Weekly assignments will also be handed out to the students for practice.

**Course Duration:**
4 weeks with 1 (3 hr) class every Saturday from 9am to 12pm
Dates: 23rd May to 13th June, IBA City Campus.