



# SKILL DEVELOPMENT PROGRAMS

**SEPTEMBER 2013**

## MS EXCEL 2010 (Advance Level)

This course is designed to enhance MS Excel & financial structuring abilities of financial analysts and industry specialists.

**Focus areas:**

- ◆ Data Analysis & Computing Techniques
- ◆ Advanced Data Analysis Techniques
- ◆ Conditional formatting techniques

- ◆ Financial Analysis & Application Development
- ◆ Recording Macros
- ◆ Programming Macros & VBA
- ◆ Detailed data analysis

Course Duration: September 15, 22 & 29, 2013 (Sunday)  
10:00 am to 3:00 pm

## Persuasive Marketing

*Learn the Art of Persuasion: Develop successful Marketing Campaigns.*

This course is designed to better equip the executives with innovative skills to design or evaluate persuasive marketing and advertising campaigns.

**Focus areas:**

- ◆ Persuasive marketing mix
- ◆ Convincing advertising campaign
- ◆ Instilling brand loyalty in customers

- ◆ Interpersonal skills to work collaboratively & resolve conflicts
- ◆ Addressing enquiries & requests by clients & customers
- ◆ Communication & public speaking skills

Course Duration: September 17, 2013 to October 12, 2013  
(Tuesday & Saturday) 3:00 pm to 6:00 pm

## Advance Interactive English

This course is designed to address the advanced and technical needs of language proficiency, required by professionals and trainers.

**Focus areas:**

- ◆ Speaking Skill - Group discussions, Debates & Addressing Audiences
- ◆ Listening & Pronunciation Skills (IPA)

- ◆ Functional & Professional Vocabulary
- ◆ Analyzing Reading Text
- ◆ Technical & Critical Writing
- ◆ Advance Grammar

Course Duration: September 27, 2013 to October 27, 2013 (Friday to Sunday)  
5:00 pm to 8:00 pm (Friday & Saturday) 9:00 am to 12:00 pm (Sunday)