

**IBA**

Institute of  
Business Administration  
Karachi

Leadership and Ideas for Tomorrow



## Having Trouble Communicating in

# English

IBA offers a breakthrough course to address your language & communication needs

## Interactive English

**INTERACTIVE ENGLISH COURSE** is an advanced course for participants who want to attain proficiency in English. It is a blend of all language skills, with emphasis upon spoken English, eliminating hesitation, improving accent & pronunciation and developing confidence through 8 hours a week of comprehensive training and practice.

### Communication Skill Sets:

- ✓ READING
- ✓ WRITING
- ✓ LISTENING
- ✓ SPEAKING

### Areas specifically focused are:

- ◆ GRAMMAR
- ◆ VOCABULARY
- ◆ PHRASAL WORDS/  
IDIOMATIC EXPRESSIONS
- ◆ PRONUNCIATION

Hands on learning  
accompanied by  
Learning Management  
System (LMS)!!

**Course Duration:** Oct 21-Nov 22, 2014 | Tuesday,  
Friday & Saturday

**Timings:** 6:00 pm to 8:30 pm (Tuesday & Saturday)  
5:30 pm to 8:30 pm (Friday)

**Course Investment:** Rs.16,500/-  
(Inclusive of certificates and course manual)

**Venue:** IBA City Campus

According to McKinsey & Company, only **13%** of graduates from emerging countries are suitable for employment in global companies, and **the number one reason cited is lack of English skills.**

## SKILLS DEVELOPMENT PROGRAM

Adding Skills to Experience

## TRAINER'S PROFILE

### SYEDA FAIZA HASSAN

Ms. Hassan is a Graduate in English (Linguistics). She's a member of Cambridge English Teacher forum & keeps adding to her portfolio by participating in internationally offered courses & webinars by University of Cambridge and Harvard University.

She's a certified language-skills-set trainer. Faiza has been teaching Communication Skills, Business Communication, Functional Grammar and Functional English at tertiary level at several renowned institutions of Karachi. She has worked previously as an Editor and Content Supervisor at Geographic Society Pakistan & Electro Computer Warehouse. She has to her editorial credits books like "Economic Fundamentals of Pakistan" & "Economics for HSSC Students". She enjoys teaching Presentation Skills using PowerPoint & Prezi, Pronunciation, Accent Neutralization, Creative Writing and Grammar.

Currently, she's associated with Center for Executive Education at IBA Karachi. At present, Ms. Hassan teaches Interactive English & Grammar for Professional in IBA's Skill Development Program.



"The current shortage of talent with the aptitude to **speak, write, present, sell & service customers in English** has become a high performance dilemma for individual companies, and even countries,"

—Mahesh Ram, GlobalEnglish CEO

"A study last year from the Society for Human Resources & Management shows that **45% of employers plan to increase training for grammar and other language skills** (meaning they're unhappy with the levels now)".

— *Business Insider* (Sept 2013)

#### For queries & information:

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#### **Join us:**

<https://www.facebook.com/IbaBusinessenglish>

Registration form and Fee Voucher are available at our website:

<http://cee.iba.edu.pk/BEnSDP.shtml>

Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006.

No fee will be accepted in cash/cheque at our office.

## **SKILL DEVELOPMENT PROGRAM**

*Adding Skills to Experience*