

## Course Assessment & Certification

The course assessment will be done through individual and group assignments, case studies and examinations. A minimum of 70% class attendance is mandatory for receiving the certificate.

On successful completion of the course, participants will be awarded a certificate issued by IBA, University of Dhaka.



## Resource Person

The key resource person Mr. Mohammad Saif Noman Khan, Assistant Professor, IBA is one of the foremost experts in the area of business communication and has years of managerial experience both at home and abroad.

## Contact Details

### Leadership Certificate in Managerial Communication (LCMC)

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## Course Administrator



### Mohammad Saif Noman Khan

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INSTITUTE OF BUSINESS ADMINISTRATION (IBA)  
UNIVERSITY OF DHAKA

# Leadership Certificate in Managerial Communication (LCMC)



A Six Week Certificate Course in Business Communication  
& Interpersonal Skill Development for Managers

LCMC

## Course Overview & Objectives

Interpersonal & Communication skill is the most critical skill for workplace success; then again, the 'act of communicating' itself can be a source of great stress for managers. This course is designed to help participants develop a receptive mindset and accommodative attitudes for enabling effective and unbiased communication. In this course students will learn the techniques and processes involved in writing, speaking and specially communicating effectively in the business world. Some of the focus areas of the course will be developing participants' oral presentation skills, business report writing acumen etc. Participants will learn to write effective business letters, emails, job application letters & resumes. Competent language usage will be emphasized throughout the course, as will individual and group work. Finally, this course will equip the participants with the essential professional communication skills & the right attitudes required to be successful in the workplace.

## Specifically Designed for You!

This leadership course has been designed to enhance the capability of individual managers for improved communication through heightened awareness, adaptive mindset and new techniques learnt. The training is thus useful for managers irrespective of discipline, tier or industry.

## Course Takeaways

Upon successful completion of this course, participants will be able to:

- Identify the different ways people communicate as well as understand the process of communication.
- Conduct audience analysis & customize messages accordingly.
- List the barriers to communication and understand the means of overcoming common barriers to communication.
- Identify the characteristics of and develop written documents utilizing the characteristics for good news, routine, neutral, bad news, negative, and persuasive messages. In essence write successful sales letters/messages.
- Research, outline, and write a business report.
- Overcome fear, prepare and deliver winning business presentations.
- Understand the role of listening in oral communication as well as the steps for improving their listening skills.
- Write winning Resumes & Cover Letters (Job Application Letters) and learn how to perform well in an interview.
- Network effectively to manage their career for superior growth and find the right job matching their skills and ambition.
- Understand the intricacies of the role of non verbal cues in everyday communication.

## Methods of Instruction

Methods will include, but are not limited to the following:

- Students are introduced to the material through lecture and example. This is followed by the students performing an oral or written exercise on the topic. This method gives the student an overview of the material and then serves to further explain the concept of business communication.
- Student learning is enhanced with collaborative assignments. Students are divided into groups of three to five students each to complete an assignment. This method serves to reinforce the material covered by the instructor and introduces students to team dynamics and group communication intricacies.
- Instructional methods include group activities, visual aids, and question/answer periods. Students are encouraged to ask questions on concepts not understood, and the instructor is able to use other students and visual aids to help clarify problem areas.
- Cases and exercises are assigned to the students to ensure the development of their problem solving ability from a simulated real world perspective.

## Class Schedule & Venue

The certificate course will be taught over **Six Weeks (Weekends Only)**. As such there will be 12 classes held each class being 3 hours in duration. Classes will be held at IBA premises on Fridays & Saturdays.

Course participants will have access to IBA Library and Computer Centre facilities.

## Eligibility Criteria

Prospective candidates must fulfill the following criteria to be considered for admission:

- Bachelor's degree in any discipline.
- Preferably 3 years of work experience with reputed organization/s (work experience may be relaxed for exceptional candidates)

## Admission Procedure: Interview

Candidates fulfilling the eligibility requirements should apply using the prescribed application form available at [www.iba-du.edu](http://www.iba-du.edu) or at the LCMC office. **Eligible candidates will be called to appear before an interview board for final selection.**

