



LUMS

Raising Executive
Development Centre

REDX
Online Executive Education

COMMUNICATION FOR ORGANISATIONAL AND PERSONAL EFFECTIVENESS

LIVE Online Programme

August 24 - 27, 2020

COMMUNICATION FOR ORGANISATIONAL AND PERSONAL EFFECTIVENESS

LIVE Online Programme

Communication is undoubtedly one of the key skills required for career advancement. Managers who can convey ideas with ease, clarity and conciseness play an effective role in the growth and success of their organisations.

The objective of this programme is to equip participants with tools and techniques required to communicate effectively within and outside the workplace. Through experiential learning, peer interaction and faculty feedback, participants will develop oral and written communication skills necessary for personal and organisational effectiveness.

PROGRAMME BENEFITS

This programme is designed to provide you with the modern tools and techniques essential for effective internal and external communication.

- Learn the fundamentals of effective business communication in the current context
- Develop competency in writing effective messages
- Become proficient and confident at oral presentations
- Enhance personal communication style that inspires others to action
- Use internal and external communication skills to enhance leadership attributes

Programme Date: August 24 - 27, 2020

Programme Fee: PKR 90,000

Duration: 4 Days

WHO SHOULD ATTEND

The programme is aimed at mid-level managers and executives who want to improve their communication skills to gain competitive advantage in terms of their organisational and personal effectiveness.

LIVE VIRTUAL LEARNING FOR EXECUTIVES

The 4-day experiential programme is intelligently adapted to live virtual format imparting a brilliant mix of theoretical concepts, insights from practice, constructive tools and techniques in a highly interactive and engaged e-learning environment.

The participants get direct access to LUMS faculty and engage with peers through interactive class discussions, simulations and group project work that helps reinforce learning and networking among the group.

PROGRAMME DIRECTORS

ANJUM FAYYAZ

Assistant Professor

PhD, Copenhagen Business School (CBS), Denmark

Research Interests:

Institutional Theory; Private Sector Development; Corporate Social Responsibility; Development Aid Intervention; Family Businesses; SME Clusters and Networks Development

JAWAD SYED

Professor

PhD, Macquarie University, Australia, Academic FCIPD

Research Interests:

Race & Diversity in Organisations; International HRM; Business Ethics and Organisational Knowledge

TERMS AND CONDITIONS

ADMISSION PROCESS

Applications will be screened with regard to their suitability for the programme. Kindly ensure the submission of your online application by the deadline. Our online application form is available at <https://redc.lums.edu.pk/programme-calendar>

**Seat in the programme will be reserved on a first-come, first-served basis.*

PAYMENT

Payment is due upon receipt of the acceptance email/letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the programme. Space in the programme may only be ensured after we receive the fee.

Payment can be made directly through:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank-Limited (UBL) branch against the programme voucher.

Our preferred mode of payment is by debit/credit card and crossed cheque/banker's draft payable to Lahore University of Management Sciences. However, the programme fee can also be paid via bank transfer.

If you wish to dispatch the cheque directly to our office, please send it to:

Manager Marketing
Rausing Executive Development Center
Lahore University of Management Sciences

Opposite Sector 'U', DHA Lahore Cantt Pakistan
(+92 42 3560 8243)

** LUMS is a not-for-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax deductible/collectable.*

DISCOUNT POLICY

If more than two executives from the same organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the programme fee.

SUBSTITUTES/TRANSFERS AND REFUNDS

If you are unable to attend a registered programme, we will accept a substitute until 2 working days before the programme. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or on call at least 5 working days before the programme. In case of late cancellation, course fee will be refunded after deducting an application processing fee of PKR 20,000.

It is possible to transfer deposited fee to any open enrolment programme within 3 years. Transfers should be notified at least 5 working days before the programme. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.

Note: REDC may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, university will refund registration fee but will not be responsible for any other related charges/expenses including cancellation/change charges by airline and travel agencies.

In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternate to refund. The University reserves the right to make changes in its programme policies and fees at any time.