



LUMS

Rausing Executive
Development Centre

COMMUNICATION FOR ORGANISATIONAL AND PERSONAL EFFECTIVENESS

January 19 - 22, 2021

Suleman Dawood
School of Business

COMMUNICATION FOR ORGANISATIONAL AND PERSONAL EFFECTIVENESS

in today's corporate world, effective communication is one of the core skills that pave the path for career advancement. The skill becomes even more important while working through the crisis—which is why the current climate of the world demands its enhancement. This 4-day focused programme is designed to equip participants with essential tools and techniques that will enable them to communicate effectively with the internal and external organisational stakeholders.

Through experiential learning exercises, group activities and peer feedback, participants will develop the oral and written communication skills necessary for personal and organisational efficacy.

BENEFITS

Over the course of 4 days, the participants will:

- 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

WHO SHOULD ATTEND

The programme is designed for mid-level managers and executives who want to improve their communication skills and gain a competitive advantage in the corporate world.

Programme Date:	January 19 - 22, 2021
Programme Fee:	PKR 110,000
Residential Fee:	PKR 48,000
Venue:	Rausing Executive Development Centre, LUMS
Duration:	4 Days

"It was a real-time learning opportunity to enhance my personal and organisational effectiveness through communication. The programme gave me the confidence to share ideas and speak for myself without hesitation."

Mubashir Sheikh, British Council Pakistan

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 and 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/program-calendar>

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

PROGRAMME FEE

The fee includes tuition cost, reading material, tea and lunch served during the programme.

PAYMENT

Payment is due upon receipt of the acceptance 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.

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

Marketing Manager
Rausing Executive Development Centre
Lahore University of Management Sciences
Sector "U", DHA, Lahore Cantt. Lahore - 54792
Tel: +92-42-35608119-8243

**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 course, 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.