



**BANGLADESH INSTITUTE
OF MANAGEMENT (BIM)**



Established in 1961
4, Sobhanbag, Mirpur Road, Dhaka
www.bim.gov.bd

Ref: 36.07.0000.009.01.786.18 Date: 05-08-2018

Sub: “Effective Business Communication”

Dear Sir/Madam,

We are pleased to inform you that BIM is going to offer 02 (Two) days Full Day Course on “Effective Business Communication” at BIM, Dhaka campus from **September 26 to 27, 2018**. This course is designed to give an insight into the concept of Effective Business Communication.

Brief course programme including objectives, course outline etc. is enclosed for your kind perusal and necessary action.

We shall appreciate if you send your nomination(s) of suitable candidate by **September 24, 2018**.

Thanking you,

Md. Rajibul Hoque
Associate Management Counsellor
& Course Co-ordinator.
Bangladesh Institute of Management (BIM)
M + 88 019144 -84406
Email: rajibulatbim@gmail.com

Two Days Full Day Course on
“Effective Business Communication”

TARGET GROUP/ WHO SHOULD ATTEND

Executives, Midlevel Managers and individuals from different profession are the suitable participants for the course.

ELIGIBILITY FOR THE COURSE

Any individual, graduate from any discipline working or seeking job can apply.

BACKGROUND OF THE COURSE

Effective communication is the most significant tool to depict both Personal and professional Success. This course will help to unlock the secrets of business success by crafting language and nonverbal communication to convey shared meanings and remote professional relationships. Thus the course will help to perform audience analysis, developing you view point, you attitude, writing good news, routine, natural, negative, persuasive message and business report writing.

OBJECTIVES OF THE COURSE

The course is aimed to enhance managerial expertise to attain targets through effective communication. The participants will be able to learn and develop winning mindset towards successful communication. Strategic process for developing interpersonal and dynamic presentation skills will be emphasized throughout course.

COURSE OUTLINE

- Identifying the ways of Communication.
- Communication Process.
- Significance of effective communication for business.
- Difference between Communication process and Communication vehicle
- Barriers of Communication.
- Audience Analysis.
- Developing You View Point and You Attitude.

- Writing good news, routine, natural, negative and Persuasive message.
- Outline and Business Report writing.
- E-mail and formal communication.
- Role of Nonverbal communication
- Overcoming Fear and preparation of presentation.
- Business Meeting and presentation.
- Resume writing and Cover Letter
- Using Social Media for Success.

METHODOLOGY

Lecture, Group Discussion and Video tutorial.

DURATION:

September 26 to 27, 2018.

TIMING: 09.30 to 17:30 hrs.

VENUE: BIM, Dhaka Campus

4, Sobhanbag, Mirpur Road
Dhaka – 1207.

FEES: Tk. 5,000/= (Five Thousand).

Per participants which include refreshment, course materials etc. (payment should be made by **Bank Draft/ Pay Order** in favor of **Director General, BIM**. (Excluding VAT & Tax)

LAST DATE OF SUBMISSION OF NOMINATION:

September 24, 2018

COURSE COORDINATOR:

Md. Rajibul Hoque
Associate Management Counsellor
BIM, 4, Sobhanbag, Mirpur Road
Dhaka – 1207
M + 88 019144 -84406
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SAMPLE NOMINATION FORM

1. Name (Block Letter) :
2. Mailing Address :
(With Phone No.)
3. Permanent Address :
4. Date of Birth :
5. Nationality :
6. EDUCATION :

Certificate/

Year Institute Degree Div./Class


- 7, TRAINING : (in order of recency)
8. EXPERIENCE : (in order of recency)
9. Name of the Nominating Organization:
10. Accommodation in BIM Hostel:

YES NO

DHAKA CAMPUS

11. Approval / Signature of the

Nominating Authority : _____

CONTACT	
	4, Sobhanbag, Mirpur Road, Dhaka-1207
	88-02-58155034, 58155077 58155116, 9103171-3 Ext: 555, 222



COURSE ON

EFFECTIVE BUSINESS COMMUNICATION



September 26 to 27, 2018



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