



LUMS<sup>X</sup>

# BUSINESS COMMUNICATION

Dr. Shezeen Hemani & Atif Rahim Khan

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LUMSx is the center for online learning and professional development at LUMS. We extend LUMS' excellence in teaching and research beyond its borders by leveraging technology and innovative pedagogy. Our courses aim to bridge critical knowledge & skill gaps for Pakistani learners and to meet their diverse learning needs, we offer **Massive Open Online Courses (MOOCs)**, **Hybrid Courses**, **Synchronous (Live) Courses**, and **Free Open Online Courses (OpenCourseWare)**. We intend to harness technology for enhancing access, improving educational quality, and amplifying education's impact.



**Course Format:** Self-Paced

**Language:** English

**Starting Date:** Available Now

**Duration:** 4 Weeks

**Price:** PKR. 15,000

**Early Bird Discount:** **PKR. 9,000**

# ABOUT THIS COURSE



Do you struggle with choosing the right words during a meeting or while writing an email? Is the art of delivering a compelling presentation or networking with others eluding you? Does the inability to manage conflicts or persuade others effectively worry you? If these questions resonate with you, our online course in Business Communication is precisely what you need.

This course is not just about learning the basics of communication; it's about transforming the way you interact in a professional setting. We explore the common pain points that most professionals face - from articulating thoughts clearly to understanding the dynamics of communication in various contexts.

Throughout the course, you will learn about navigating a variety of verbal and written communication challenges, gain insights from successful local industry experts and get a chance to reflect on your own communication concerns to improve them in the future.

The Business Communication course is meticulously designed to equip you with the necessary skills and knowledge to excel in professional communication. Whether you are just starting your career, looking to improve your workplace communication, or aiming to enhance your leadership capabilities through effective communication strategies, this course offers valuable insights and practical tools to help you achieve your goals.

# WHAT WILL YOU LEARN



By the end of this course, you will be able to:

- **Understand the Significance of Communication:** Recognize the crucial role of effective communication in both personal and professional spheres.
- **Choose the Right Mode of Communication:** Master the art of selecting the most appropriate communication channels based on your audience, context, and purpose.
- **Learn Essential Communication Frameworks:** Equip yourself with frameworks that ensure your communication is clear, correct, complete, concise, and professional.
- **Adopt Principles of Effective Workplace Communication:** Learn to foster respect, cultivate trust, and encourage dialogue in your professional interactions.
- **Master Verbal Communication:** Develop skills to lead meetings, deliver presentations, engage in productive feedback, and practice the art of persuasion and conflict management.
- **Build Your Personal Brand:** Enhance your presence in-person and online through strategic impression management.
- **Excel in Written Communication:** Learn how to craft effective emails, compelling reports, and winning proposals.
- **Leverage Technology to Assist in Communication:** Familiarize yourself with AI tools that can assist in improving your verbal and written communication.

# MEET YOUR INSTRUCTORS



Course Instructor

**DR. SHEZEEN HEMANI**

*Assistant Professor*

*Suleman Dawood School of Business,  
LUMS*

Dr Shezeen Hemani is a PhD in Management from Adam Smith Business School, University of Glasgow and is an Assistant Professor at SDSB, LUMS. Dr Shezeen has over 10 years of teaching experience at undergraduate, graduate and executive levels having taught Organizational Behavior, Business Communication, Business Venture Proposal Writing and Leadership courses.

Dr Shezeen's research interests lie in the area of entrepreneurship with focus on entrepreneurial leadership, new venture planning and development and gender in entrepreneurship. Her research is presented at conferences including the Academy of Management, the European Group for Organizational Studies, and the Diana International Research Conference. She has also published multiple case studies in prestigious journals including The Case Research Journal and Asian Journal of Management Cases.

Besides her academic engagements, she has served as a board member for Aga Khan Education Services, Pakistan (AKES,P) and is currently leading Aga Khan Education Board for Central Region as Chairperson.

# MEET YOUR INSTRUCTOR



Course Instructor

**ATIF RAHIM KHAN**

*Adjunct Faculty*

*Suleman Dawood School of Business,  
LUMS*

Professor Atif Rahim Khan is a seasoned professional serving as Adjunct Faculty at the Lahore University of Management Sciences (LUMS) and concurrently holding the position of Senior Leadership, HR Consultant, and Facilitator at Avail. Professor Khan earned his MBA in International Management from the prestigious Thunderbird School of Global Management, where he also founded the Adrenaline Club.

Professor Khan's expertise lies in the realms of capacity development, leadership, human resources, and learning and development. With a rich and diverse career, he has contributed significantly to various organizations, including roles as Adviser at the Commonwealth Foundation, UK, and Senior Capacity Building Specialist at the Sustainable Development Policy Institute. Additionally, Professor Khan has served as an Assistant Professor at the Human Resources Development Center. In his role as an Adjunct Faculty member at the Lahore University of Management Sciences (LUMS) for the past 7 years, Professor Khan has imparted his extensive knowledge to undergraduate and MPhil students, focusing on communication, motivation, and leadership.

Professor Khan has received numerous accolades, including the Teaching Star Performer and Teaching Excellence Award, Certified Leadership Best Practice Expert, and participation in the Commonwealth Leadership Exchange, among many others.

# COURSE OUTLINE

## MODULE

## MODULE DESCRIPTION

### Basics of Effective Communication

In this module, you will discover the fundamentals of communication and its vital role in success. You will also explore various facets and core competencies of effective communication.

### Communication in the Professional Context

In this module, you will learn about a variety of communication concerns faced by employees in their workplaces and how these can be tackled through different communication strategies and techniques. You will further get a chance to listen to different industry experts and learn about their expectations for communication in the workplaces in Pakistan.

### Verbal Communication in the Workplace

In this module, you will learn how to tackle the challenges and risks of communication across different settings, including virtual and cross-cultural environments. You will also get to study real-life scenarios, reflect on a case study, and learn the art of leading meetings, delivering impactful presentations and understanding the nuances of persuasive conversations, giving and receiving feedback, and conflict management. Lastly, the module will guide you on how you can boost confidence and improve your personal brand online and offline.

### Written Communication in the Workplace

In this module, you will explore how to write effective emails, compelling reports, and winning proposals.

### Leveraging Technological Tools for Communication

In this module, you will learn how to enhance your communication skills using various technological tools and platforms.





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As an **online learning gateway** of LUMS, we aim to extend LUMS' excellence in teaching and research **beyond its borders** by leveraging technology.