



# Business Communication Series

(2 day Instructor-Led Course)



## Course Features

### Course Overview

This module seeks to introduce business communication skills

### Who Should Attend

This course is designed for candidates who wish to specialize in specific business skills segments.

### Prerequisites

This course requires that students meet the following prerequisites:

1. The candidate must have a commitment to the pursuit of excellence
2. The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

### What You Will Receive

Each student will receive a copy of the course manual for post-class reference and review.

### Certification Preparation

This module prepares candidates to sit the Certified Business Professional Exam - **C50-510**

### Tuition Fees

In Class 2 Day Business Communication Program - \$550.00 per student

Exam: Certified Business Professional Business Communication **C50-510** - \$150.00

### Follow-up Courses

- Leadership
- Sales
- Customer Service
- Etiquette & Professionalism

## Course Outline

### Introduction to Business Communication

A model for Communication  
Encoder/Decoder responsibility  
Medium vs. Channel  
Noise & Feedback

### Developing a Business Writing Style

Identify the role of written communication  
The qualities of good written communication  
Communication checklist  
Developing an effective writing style  
Types of audiences

### Types of Business Writing

Business letters & formats  
Business memos & formats  
Good news and persuasive correspondence  
Positive messages  
Persuasive messages  
Managing report writing  
Parts of a report  
Netiquette

### Writing for Special Circumstances

Rules for tactful writing  
Writing a bad news letter  
Strategies for persuasive letter writing

### Developing Oral Communication Skills

Speech styles or delivery formats  
Elements of good oral communication  
Principles of effective speeches

### Developing Effective Presentation Skills

Informative, persuasive, goodwill presentations  
The anxiety of presentations  
Appropriate attire for presentations  
Consideration of context and culture  
Critical points when preparing presentations  
Simple techniques and tips for using visual aids  
The importance of the use of technology in a presentation  
The presentation checklist

### Dealing with Business Communication Challenges

Active listening and tips  
Conflict resolution  
The managers responsibilities - mediation  
Cross cultural challenges  
Responsibility of the cross-cultural communicator