



GREAT MINDS NETWORK

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C o u r s e F e a t u r e s

Business Communication Service Series

(2 day Instructor-Led Course)



Course Overview

This module seeks to introduce the concept of business etiquette and some basic consideration of its practice.

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**

Follow-up Courses

Leadership Series
Sales Series
Business Etiquette and Professionalism Series
Customer Services Series



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Course Outline: Business Communication Service Series

Introduction to Business Communication

- What is Business Communication?
- A Model for Communication
- Encoder/Decoder Responsibility
- Medium vs. Channel
- Noise
- Feedback
- Some Final Questions
- Verbal vs. Nonverbal Communication

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

- Letter and Memo Formats
- Business Letters
- Letter Format Styles
- Business Memos
- Good News and Persuasive Correspondence
- Positive Messages
- Persuasive Messages
- Managing Report Writing
- Parts of a Report
- Netiquette

Writing for Special Circumstances

- What is Tactful Writing?
- Rules for Tactful Writing
- Writing a Bad News Letter
- Why the Need for Persuasive Writing?
- Strategies for Persuasive Writing
- Writing a Bad News Letter

Developing Oral Communication Skills

- Speech Styles or Delivery Formats
- Elements of Good Oral Communication
- Principles of Effective Speeches

Developing Effective Presentation Skills

- What are the Different Types of Presentations?
- Informative Presentations
- Persuasive Presentations
- Goodwill Presentations
- The Anxiety of Presentations
- Appropriate Attire for Presentations
- The Consideration of Context and Culture
- Critical Points When Preparing for a Presentation
- Simple Techniques for using Visual Aids
- What is a Visual Aid?
- Tips for Preparing and Using Visual Aids
- The Importance of the Use of Technology in a Presentation
- Importance of a presentation checklist
- What should you include on the checklist?

Dealing with Business Communication

Challenges

- Active Listening
- Tips for active listening
- What is Conflict Resolution?
- The Manager's Responsibilities – Mediation
- Cross Cultural Challenges
- Responsibility of the Cross-Cultural Communicator