



Course: **Effective Business Communication (Writing & Speaking)**

Contact Hours: **18**

Pre-requisite: **None**

Abstract

Effective communication sets the foundation for individual and organizational success. When you master effective communication skills, you gain the power to get things done. This first course in Effective Business Communication focuses on developing effective writing, speaking and presentation skills. This will be examined and practiced especially in memoranda, letters, reports, in class presentations etc.; and, an opportunity will be provided for each delegate to address their current style of communication and understand the level of effectiveness they are currently using.

Target Audience

Anyone interested in improving his/her business communication skills to be able to communicate more effectively with colleagues, customers and suppliers.

Learning Outcomes

Upon completing this course, participants will be able to:

1. Identify key elements and principles of communication
2. Demonstrate an understanding of the communication process
3. Demonstrate ability to prepare and present a short oral presentation
4. Review grammar basics and understand the principles of punctuation
5. Prepare a clear and informative piece of written communication

Course Content

Learning Outcome 1: The Process Of Communication – An Introduction

- Definition
- The nature and function of communication
- Methods of communication and communication skills
- The communication cycle and barriers
- Effective listening – Telephone
- Non-verbal communication

Learning Outcomes 2 & 3: Written Communication – Structuring the Message

- Language, style, tone, grammar
- The business message
- Positive communication
- Structure and layout of: letters, memoranda, circulars, and sales letters
- Exercises (practical)

Learning Outcomes 4 & 5: Written Communication – Reports

- The purpose of reports
- Structure and layout of reports
- Practical application: letter (in class), memoranda and report
- Summaries, roles

Effective Meetings

- The purpose of meetings
- Meeting documentation: notice, agenda and minutes
- Presentation of meeting
- Preparation for week five (effective seminars, conferences & presentations) a theoretically and practically based session
- Interviews

Effective Seminars and Conferences

- Purpose, audience, structure and style
- Preparing your presentation
- Developing presentation skills

Presentations and Evaluation

- Practical application: In-class presentations
- Peer evaluations