



Course: Effective Writing, Speaking and Critical Reading for Business Professionals (with résumé writing)

Guided Learning 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. Prepare a clear and informative pieces of written communication (reports, resumes)
5. Analyse and use levels of style and tone suited to a given purpose
6. Critically read and compose documents for audiences with different backgrounds and specializations.

Course Content

Learning Outcome 1 & 2: The Process Of Communication – An Introduction

- Definition
- The nature and function of communication
- Methods of communication and communication skills
- The communication cycle and barriers

Learning Outcomes 4: Written Communication – The Basics of Business Writing

- Language, style, tone, grammar
- The business message
- The Writing Process
- Exercises (practical)

Learning Outcomes 4 & 5: Written Communication – Reports & Resumes

- The purpose of reports
- Structure and layout of reports
- Structure of Resumes
- Practical exercise: Report and Resume

Learning Outcomes 3: Presentations: Planning, Writing and Completing Oral Presentations

- Plan your presentation
- Write your presentation
- Complete your presentation
- Practical exercise: Presentation

Learning Outcomes 5 & 6: Critical Reading

- Identify and assess logical and organizational patterns within texts
- examine the evidence or arguments presented
- check out any influences on the evidence or arguments;
- check out the limitations of arguments
- Decide to what extent you are prepared to accept the authors' arguments, opinions, or conclusions.

Presentations and Evaluation

- Practical application: In-class presentations
- Peer evaluations