

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

Contact Hours: **24**

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 course in Effective Business Communication focuses on developing effective writing, speaking and presentation skills. By the end of this course, you will be able to communicate with greater clarity, confidence, and persuasiveness, enabling you to build stronger relationships, influence decisions, and achieve your professional goals.

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. Understand the importance of all elements of the communication process
3. Understand the writing process, and how to write for maximum impact
4. Enhance their preparation of key business documents
5. Demonstrate ability to prepare and present a short oral presentation
6. Understand how to plan and conduct effective and productive meetings

Course Content

Learning Outcome 1: Principles of Communication

- Understanding the 7 C's of Communication: Clear, Concise, Concrete, Complete, Correct, Coherent, Courteous
- Deep dive into communicating clearly and concisely

Learning Outcome 2: The Process Of Communication

- Sending the message: verbal, para-verbal and non-verbal communication
- Listening actively; facilitating mutual understanding
- Providing effective feedback
- Choosing the right communication medium
- Understanding barriers to effective communication

Learning Outcome 3: Writing Style & Tone

- Developing your business style
- Distinguishing between the use of the formal and informal style
- Maintaining objectivity for influence
- Crafting the right tone

Learning Outcome 3: Constructing Sentences & Drafting Powerful Paragraphs

- Writing emphatic sentences
- Understanding the use of the passive voice
- The role of topic and supporting sentences in paragraphs
- Building paragraph coherence and controlling length

Learning Outcomes 3 & 4: Report Writing & The Writing Process

- The functions and types of reports
- Planning: the importance of the six W's
- Organising your report for greater impact
- Ensuring coherence and key components of layout
- Formatting Considerations and Quality Control

Learning Outcome 4: Letter Writing & Email Protocols

- Letter Writing
 - Understanding structure
 - Maximizing effectiveness
 - Impacting your audience
- Understanding the essentials of email correspondence

Learning Outcome 5: Impactful Presentations

- Planning your presentation
- Putting it together
- Quality assurance
- Delivery and handling questions
- Ways to Control Anxiety

Learning Outcome 6: Effective Meetings

- Planning your meeting
- Building your agenda
- Effectively utilizing the meeting notice
- Chairing meetings for maximum effectiveness
- The role and qualities of the note taker
- Structuring the meeting minutes

Learning Outcome 5: Presentations and Evaluation

- Practical application: In-class presentations
- Peer evaluations