

# CERTIFICATE IN BUSINESS COMMUNICATION SKILLS

## PROGRAM OVERVIEW

The Global CERTIFICATE IN BUSINESS COMMUNICATION SKILLS is designed to help newly appointed and practising first line **supervisors and managers**, to rapidly improve their communication skills essential to the effectiveness of managers in all areas of business activity. The program provides learning in a full range of business communication skills, and will help managers make a powerful impact in complex engagements with employees, customers, other managers, and peer groups.



## LEARNING FORMAT

The program is delivered through:

- **Online Learning** through the Global E-Learning Portal
- **Assessment** comprising short on-line quizzes for each course. **No formal written assessment is required.**
- Participants must complete **all 5** of the courses in the program to qualify for the certificate.
- Each course takes **10 to 20 hours** to complete. You have 3 months access from the date of registration.
- **Tutor Support** is available through email, web conferencing and phone, throughout your program.

## CERTIFICATION

On completion of each course, learners can download completion certificates. On completion of the program, learners can download the program completion certificate.

## DIGITAL CREDENTIALS

On completion of the program, learners will receive an email with a link to their digital credentials. Digital credentials can be shared on LinkedIn and other social media.

## PROGRAM CONTENT

Your program comprises 5 courses:

PROGRAM CONTENT	
<b>Course 1</b>	<b>INTERPERSONAL COMMUNICATION SKILLS</b> Understanding Communication Barriers to Communication Verbal Communication Active Listening Non-Verbal Communication The Art of Persuasion Effective Questioning When to put it in writing
<b>Course 2</b>	<b>LEAD EFFECTIVE TEAM MEETINGS</b> Meeting Types and Purposes Effective vs. Ineffective Meetings Planning for the Meeting Managing the Coordination Meeting Technologies Meeting Roles and Responsibilities Chairing the Meeting Controlling the Meeting Games People Play Taking Minutes
<b>Course 3</b>	<b>WRITING FOR BUSINESS</b> Effective Writing Process Analysing your Audience Needs Organizing Your Information Writing the Draft Using and Describing Graphical Information Editing and Revising your Work Writing Emails Writing Business Letters
<b>Course 4</b>	<b>NEGOTIATING AND NETWORKING</b> Understanding Negotiations The Negotiating Process Communication Skills for Successful Negotiating Setting the Negotiation Objectives Preparing for Negotiations Opening Positions Bargaining Dealing with Challenges Closing the Negotiations Dealing with Difficult People Beyond Negotiations
<b>Course 5</b>	<b>MAKING PROFESSIONAL PRESENTATIONS</b> Effective Presentations Knowing your Audience Developing the Content Structuring the Presentation Delivering the Presentation Using Flip Charts Compelling PowerPoint Presentations Managing the Logistics Overcoming Nervousness