

Certified Business Professional (CBP) in Business Communication

5 days

Description

The CBP™ Business Communication Certification equips the business professional with the best communication practices and develops business communication as a discipline. The CBP™ Business Communication certification module explores the study of the process of communication in the business environment, allowing us to understand how to make better choices in our day-to-day communication.

This course is recommended for business leaders, senior executives, managers, supervisors, front-line workers and other professionals who wish to specialize in the business communication business segment.

Students in this course are required to have a commitment to the pursuit of excellence, have completed, or be in the process of completing, a high school or secondary school diploma or similar educational standards.

Prerequisites

- None

Course Outline

Module 1: Introduction to Business Communication

- What is Business Communication?
- Encoder/Decoder Responsibilities
- Medium vs. Channel
- Barriers to Communication
- Strategies for Overcoming Barriers
- Verbal vs. Non-verbal Communication

Module 2: Structuring Business Communication

- Communication Basics
- Defining & Structuring your Message
- Analyze your Audience

Module 3: Developing a Business Writing Style

- Roles of Written Communication
- Good Written Communication
- Communication Checklist
- Develop an Effective Writing Style

Module 4: Types of Business Writing

- Letter & Memo Formats
- Good News & Persuasive Correspondence
- Positive & Persuasive Messages
- Managing Report Writing
- E-Mail Communication
- Using Sensory Language
- Confidentiality & Copyright Clauses
- Netiquette
- Online Communication

Module 5: 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 Persuasive Letter

Module 6: Developing Oral Communication Skills

- Guidelines for Effective Oral Communication
- Key components to Enhance Oral Communication
- Elements of Good Oral Communication
- Principles of Effective Speeches
- Speech Styles or Delivery Formats
- Active Listening & Observation

Module 7: Doing Business on the Telephone

- Telephone Etiquette
- Handling Rude or Impatient Callers
- Screening Calls & Taking Messages
- Telephone Fundamentals
- End Conversations Gracefully
- Checking Messages and Returning Calls

Module 8: Non-Verbal Communication

- Importance of Non-Verbal Communication in Business
- Body Language
- Physical Contact & Physical Distance
- Presenting a Professional Image
- How the Business Environment Affects Communication