

Business Communication Service Series



Course Overview

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.

Who Should Attend?

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.

Prerequisites

This course requires that students meet the following prerequisites:

1. The candidate must have a commitment to the pursuit of excellence.
2. The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

What you will receive

Students will receive an official course manual for post class reference and review.

Certification Preparation

This module prepares candidates to sit the Certified Business Professional exam – **C50-510**

Follow-up courses

- Leadership Series
- Sales Series
- Business Etiquette and Professionalism Series
- Customer Service Series

Course Outline: CBP™ Business Communication Service Series

Module 1: Introduction to Business Communication

- What is Business Communication?
- A Business Communication Model
- Encoder/Decoder Responsibilities
- Medium vs. Channel
- Barriers to Communication
- Strategies for Overcoming Barriers
- Feedback
- Some Final Questions
- Verbal vs. Non-verbal Communication

Module 2: Structuring Business Communication

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

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 and Memo Formats
- Business Letters
- Letter Format Styles
- Business Memos
- Good News and Persuasive Correspondence
- Positive Messages
- Persuasive Messages
- Managing Report Writing
- Parts of a Report
- E-Mail Communication
- Sending an E-Mail
- Forwarding an E-Mail
- E-Mail Basics
- Use Sensory Language
- Confidentiality and Copyright Clause
- 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.
- Planning
- Key components to Enhance Oral Communication
- Elements of Good Oral Communication
- Principles of Effective Speeches
- Speech Styles or Delivery Formats
- Active Listening and Observation

Module 7: Doing Business on the Telephone

- Telephone Etiquette
- Answering the Telephone Courteously
- What to Tell the Caller
- Handling Rude or Impatient Callers
- Screening Calls
- Taking Messages
- Telephone Fundamentals
- End Conversation 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

Module 9: Developing Effective Presentation Skills

- The Different Types of Presentations
- Informative Presentations
- Persuasive Presentations
- Goodwill Presentations
- Presentation Anxiety
- Appropriate Attire for Presentations
- Consideration of Context and Culture
- Critical Points When Preparing for a Presentation
- Simple Techniques for Using Visual Aids
- What is a Visual Aid?
- Tips for Preparing and Using Visual Aids
- The Importance of the Use of Technology in a Presentation
- The Importance of a Presentation Checklist
- What to Include on the Checklist

Module 10: Conflict and Disagreement in Business Communication

- Understanding Conflict
- The Role of Values
- Conflict Resolution Values
- Conflict Resolution Styles
- Selecting a Conflict Resolution Style
- Conflict Resolution Strategies
- Active Listening
- Tips for Active Listening
- Before Listening
- During Listening
- The Manager's Responsibilities-Mediation
- Cross-Cultural Challenges
- Responsibility of the Cross-Cultural Communicator