

# Business Communication



## 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

### 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