PITMAN

T R A I N I N G

Pitman Training Pakistan

Effective Business Communication

E-Learning Course Outline

Contents

COURSE OUTLINE

Full details of modules and topics covered in this e-learning course:

DURATION:

1 Month

CPD Points:
14

COURSE AIMS:

This e-learning course is different to most communication courses in that it focuses on the way that communications and information are managed within an organization rather than personal communication techniques.

DESIGNED FOR:

- Anyone who needs to lead a team
- Anyone who wants to get to know about communication styles
- Anyone who wants to get the most out of every day

This includes senior managers, line managers and supervisors, administrators, project managers and many more.

WHAT IS BUSINESS COMMUNICATION?

Effective business communication is a two-way process of listening and speaking, and it's of foremost importance in all phases of daily business life at your middle market company. Ask one hundred employees whether they're good communicators, and one hundred will say yes. In reality, though, all of us need to improve our communication skills.

In addition, business communication can also refer to how a company shares information to promote its product or services to potential consumers.

TOPICS COVERED IN THE MODULE:

1. Introduction
2. Communication Tone
3. Forms of Written Communication
4. Forms of Non-Verbal Communication
5. How to make Presentations?

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MODULE 1: INTRODUCTION

Learning outcomes:

• understand what makes business communication effective

• understand common grammatical terms

• construct sentences using the rules of sentence structure

• compose and recognize sentences with the correct subject and verb agreement

• understand how to use punctuation correctly

• recognize some common language errors and practice avoiding

Topics covered:

MODULE 2: COMMUNICATION TONE

Learning outcomes:

- understand the appropriateness of tone for all types of writing

- know how to use positive words and phrases

- use non-sexist language in writing

- avoid clichés and jargon

- understand the role of acronyms in business communication

- use plain English

Topics covered:

1	Effective Tone
2	Tone
3	Respectful Tone
4	Non Sexist Language
5	Avoiding Cliché's
6	Acronyms
7	Plain English Campaign

MODULE 3: FORMS OF WRITTEN COMMUNICATION

Learning outcomes:

- plan communications

- understand the importance of writing style

- recognise the correct layout for letters

- be able to write your own letter from draft to final copy

- write an effective report, circular and summary

- proofread effectively

- understand proofreading symbols

- prioritise your work

Topics covered:

MODULE 4: FORMS OF NON-VERBAL COMMUNICATION

Learning outcomes:

•   communicate effectively face-to-face

•   communicate effectively on the telephone

•   understand the importance of body language and recognise what some of it may mean

•   recognise appropriate dress codes

•   understand the importance of personal networking

Topics covered:

MODULE 5: HOW TO MAKE PRESENTATIONS?

Learning outcomes:

•   Confirm the presentation purpose (are you informing, promoting, advising, instructing, or

     something else?)

•   Set your objectives (what do you want the audience to have learned by the end?)

•   Know your audience

•   Consider the time you have

•   Think about the participation of others

•   Brainstorm to get your ideas down on paper and then select and order your points

•   Use cue cards or notes (including PowerPoint notes)

•   Decide on visual aids and equipment, e.g. PowerPoint

•   Check the venue and familiarise yourself with it

•   Practice giving your presentation beforehand – to friends/colleagues or the mirror

Topics covered: