CERTIFICATE IN BUSINESS COMMUNICATION SKILLS

A comprehensive Training Program for new and experienced First Line Managers

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.

WHO IS THE PROGRAM SUITABLE FOR?

The Global CERTIFICATE IN BUSINESS COMMUNICATIONS is designed to meet the needs of:

- Newly appointed and practising first line managers with responsibility for leading one or more teams in an organization;
- Managers in both the commercial and public sectors.

LEARNING FORMAT

The program is delivered through:

- **Online Learning** through the Global E-Learning Portal (participants have access to the portal for **6 months** from the date of registration).
- **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 approximately **20 hours** to complete.
- **Tutor Support** is available through email, web conferencing and phone, throughout your program.

LEARNING RESOURCES

When you enrol in a Global course, you get immediate access to our E-Learning Portal. Online courses contain:

- Online presentations
- Online quizzes
- Online self-assessments
- Online Case Studies
- Online videos
- Downloadable learning manual (100 pages +) / workbooks / additional articles and Excel worksheets.

CERTIFICATION

On completion of the program, all participants receive a parchment certificate and a certificate of course completions from Global.

PROGRAM CONTENT

The content of the CERTIFICATE IN BUSINESS COMMUNICATIONS has been carefully chosen to provide a comprehensive and highly practical learning program in the communication skills essential for a successful career in management.

COURSE 1: INTERPERSONAL COMMUNICATION SKILLS

- Unit 1: Getting Started
- Unit 2: Understanding Communication
- Unit 3: Barriers to Communication
- Unit 4: Verbal Communication
- Unit 5: Active Listening
- Unit 6: Non-Verbal Communication
- Unit 7: The Art of Persuasion
- Unit 8: Effective Questioning
- Unit 9: When to put it in writing
- Unit 10: Wrapping-Up

COURSE 2: LEAD EFFECTIVE TEAM MEETINGS

- Unit 1: Getting Started
- Unit 2: Meeting Types and Purposes
- Unit3: Effective vs. Ineffective Meetings
- Unit 4: Planning for the Meeting
- Unit 5: Managing the Coordination
- Unit 6: Meeting Technologies
- Unit 7: Meeting Roles and Responsibilities
- Unit 8: Chairing the Meting
- Unit 9: Controlling the Meeting
- Unit 10: Games People Play
- Unit 11: Taking Minutes
- Unit 12: Wrapping-up

COURSE 3: WRITING FOR BUSINESS

- Unit 1: Getting Started
- Unit 2: Effective Writing Process
- Unit 3: Analysing your Audience Needs
- Unit 4: Organizing Your Information
- Unit 5: Writing the Draft
- Unit 6: Using and Describing Graphical Information
- Unit 7: Editing and Revising your Work
- Unit 9: Writing Emails
- Unit 8: Writing Business Letters
- Unit 10: Wrapping-Up

COURSE 4: NEGOTIATING AND NETWORKING

- Unit 2: Understanding Negotiations
- Unit 3: The Negotiating Process
- Unit 4: Communication Skills for Successful Negotiating
- Unit 5: Setting the Negotiation Objectives
- Unit 6: Preparing for Negotiations
- Unit 7: Opening Positions
- Unit 8: Bargaining
- Unit 9: Dealing with Challenges
- Unit 10: Closing the Negotiations
- Unit 11: Dealing with Difficult People
- Unit 12: Beyond Negotiations
- Unit 13: Wrapping-up

COURSE 5: MAKING PROFESSIONAL PRESENTATIONS

- Unit 1: Getting Started
- Unit 2: Effective Presentations
- Unit 3: Knowing your Audience
- Unit 4: Developing the Content
- Unit 5: Structuring the Presentation
- Unit 6: Delivering the Presentation
- Unit 7: Using Flip Charts
- Unit 8: Compelling PowerPoint Presentations
- Unit 9: Managing the Logistics
- Unit 10: Overcoming Nervousness
- Unit 11: Wrapping-up

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- Online Case Studies
- Online videos
- Online Virtual Tutor commentary
- Downloadable learning manual (100 pages +) / workbooks / additional articles and Excel worksheets

ADMISSION REQUIREMENTS

There are no formal entry requirements but participants will normally be practising supervisors or managers with the opportunity to analyse their business environment and their personal leadership experiences.

PROGRAM DURATION

Learners are free to complete the program at their own pace. Each course in the program will take approximately 20 hours to complete. Learners will have **6 months** from the date of enrolment to complete the program.

ASSESSMENT

Assessment in this program takes the form of Online-quizzes (normally 3 in each course). Each quiz has a pass mark of 70% and you can take the quizzes as many times as you wish.

ILM QUALIFICATIONS

Candidates can elect to upgrade their Global Certificate to an ILM (The institute of Leadership and Management) qualification by completing written assignments for each of the courses in the program. Contact us for more information