



### Business Communications

Effective business communication is critical in today's workforce. Through an exchange of verbal or written statements, the ability to communicate is vital in creating an understanding of strategic goals, focus, or events.

Business communication requires the ability to handle risk and crisis statements, often with collaboration among team members.

This module provides an understanding of foundational principles of communication, interpersonal dynamics in organizations, the variances in communicating with internal and external audiences, crisis and risk communication, and developing impactful communication in professional presentations

### Learning Outcomes

1. Identify the similarities and differences of interpersonal dynamics.
2. Describe the different methods of internal and external communication.
3. Recognize methods for strategic communication.
4. Discuss interpersonal networks and possible barriers to communication.
5. Recognize interpersonal power and politics of organizations.
6. Describe the various types of electronic communication tools.
7. Apply critical thinking to predicament communication involving risk and crisis.
8. Identify appropriate presentation strategies based on audience identification.

### Recommended Learners

- Undergraduate Students
- Graduate Students
- English as a Second Language Students
- Learners wishing to improve their communication skills- as a leader, a team member, and a colleague.

**Recently, Harvard Business Review Ascend focused on 5 Tips for Effective Communication:**

- 1 Know the fundamentals. – Clarity is key for others to understand expectations and goals.
- 2 Think clearly about what you will say. An example – Bullet points without a “subject, a verb, and an object” do not convey “complete thoughts”.
- 3 Don’t forget to prepare for meetings. – Consider what will be covered and, when appropriate, provide materials ahead of time.
- 4 Engage people. Create opportunities for every person to contribute in the meeting; share responsibility for consideration of the process as a group.
- 5 Listen to others. If you’re not informed, it will be more difficult to understand the decision-making process or to contribute based on feedback.

*An example of a learning event in our Leading Edge Learning modules. The types of instructional content within the modules include: readings, videos, transcripts, audios, interactive questions, offline application exercises, flash cards, narrated presentations, matching exercises, relevant articles, downloads, a final exam, and other activities designed to engage learners based on recognized science of learning educational concepts.*

**Applications and Best Practices**

- ✓ Improve the writing skills of undergraduate and graduate students.
- ✓ Integrate in a course on business communications.
- ✓ Teach business English writing skills to non-native speakers.
- ✓ Include as a resource in a writing center or library.
- ✓ Enhance a learners’ business writing and presentation skills.
- ✓ Develop skill sets of working professionals.
- ✓ Professional development for continuing education or refresher of skills.
- ✓ Academic leveling for learners who may not have adequate preparation for advanced studies.

**Pricing**

**Module is Approximately 3-5 Learner Hours**

1-100 Learners per Year  
\$49 per Learner

101-500 Learners per Year  
\$44 per Learner

500+ Learners per Year  
\$39 per Learner