



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 and understanding of strategic goals, focus, or events.

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

This module will provide 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.

Outcomes

1. Apply the basic principles of business communication.
2. Identify the similarities and differences of interpersonal dynamics.
3. Describe the different criterions between internal and external communication.
4. Recognize methods for strategic communication.
5. Discuss interpersonal networks and possible barriers to communication.
6. Recognize interpersonal power and politics of organizations.
7. Explain the different approaches with individual and group communication.
8. Recognize the various types of electronic communication tools.
9. Apply critical thinking to predicament communication involving risk and crisis.
10. Describe the importance of topic identification and chronical structure for presentations.
11. Identify appropriate presentation strategies based on audience identification.

Recommended Learners

Higher Education

- Undergraduate Students
- Graduate Students
- English as a Second Language Students

Business, Industry, Nonprofits, & Agencies

- New Supervisors
- Step-up Supervisors
- Front-line Managers
- Contributing Team Members
- Senior Managers

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

Higher Education	Business, Industry, Nonprofits, & Agencies
<ul style="list-style-type: none"> ✓ Help new undergraduate students improve writing quality. ✓ Improve the writing quality of graduate students. ✓ Teach business English writing skills to non-native speakers. ✓ Use in conjunction with a graduate leveling program. 	<ul style="list-style-type: none"> ✓ Developing the writing skills of new employees. ✓ Helping new supervisors and managers improve their writing and presentation skills. ✓ Honing the writing and presentation skills of senior leaders.

Pricing
Module is Approximately 3-5 Learner Hours

1-100 Learners per Year	101-500 Learners per Year	500+ Learners per Year
\$49 per Learner	\$44 per Learner	\$39 per Learner