



Course Details

Course type: Certificate Program

Title: Business Communication

Objectives:

- Introduction to essential concepts on Communication
- Provide knowledge and employable skills to communicate effectively.

Expected learning outcome/skills

- Learner would know and practice effective techniques of communication.
- Learner would understand the skills to communicate.

Certificate program includes:

- Expert in the field as guest lecture guiding the students.
- Interactive session for better understanding and elucidation of core concept.

- Discussion and assignments for knowledge assessment.

Syllabus:

UNIT 1: Elements of Communication

Forms of communication, communication channels, communication breakdowns, ethical communication.

UNIT 2: Communication and Business Environment

Business meetings, notice, agenda, minutes, press release, corporate communication. Group discussion, seminars and presentations.

UNIT 3: Media and modes of Business Communication

Emergence of modern communication technology; communication technology; choice of medium; media of mass communication.

UNIT 4: Barriers to Communication

Linguistic barriers, Psychological barriers, Organizational barriers, Interpersonal barriers, Cultural barriers, Physical Business.