

The Business Communications award, which includes effective meetings, is an important part of the course as delegates increasingly require the effective communication skills that are at the forefront of business activity. Various common types of communication, both verbal and non-verbal, are considered. This award is part of the IBS accredited programme under the title "Diploma in Business Skills". For more information please visit: <http://www.bbpsd.co.uk>



Award in Business Communications

ABE Award in

Business Communications

AWARD OBJECTIVE

The Business Communications award focuses on the importance of good communication throughout a business and the vital role it plays in a businesses success. In particular after successfully completing this unit delegates will appreciate the range of communication used in a business, the importance of overcoming communication barriers and they will also have a better understanding of good communication techniques.

DIPLOMA OBJECTIVES

This award is the second of eight stand alone awards which together comprise the complete Diploma programme. The programme, which has been designed to enable delegates to appreciate and develop skills in a broad range of topic areas that are relevant to everyday business, has two key aims. These two aims run concurrently through all awards. The first key aim is that the delegate will benefit from a personal perspective by developing skills which will enable him/her to embark confidently on a successful business career. The second main aim of the programme is that the business in which the delegate is currently employed, or about to be employed by, will also benefit as the delegate engages with topics that are at the forefront of modern day business techniques.

COURSE CONTENTS

The course is split up into five key sections which focus on the following important areas of business communication:

- What is meant by Business Communication
- Effective and Ineffective Communication
- Overcoming Barriers to Communication
- Business Team Meetings
- Improving Your Personal Communication Skills

WHAT WILL YOU LEARN?

Upon completion of the course participants will be able to:

1. identify and appreciate the range of communication used in a business.
2. appreciate effective and ineffective communication
3. identify where and when barriers to communication exist
4. understand how to conduct successful business team meetings.
5. identify and apply techniques which will improve your personal communication skills.

WHO SHOULD ATTEND?

This award is essential if you want to be part of the increasing global demand from employers for the basic business skills and applied knowledge that is a prerequisite for success in today's challenging business environment. Employers will benefit from enhanced employee capability and current and perspective employees will gain from their own personal development and greatly enhance their future career prospects. At the moment there is limited provision of this type available and the award has been devised in response to this demand.

PREREQUISITE

You should be educated to high school level although delegates with relevant work experience will have the necessary skills to complete this award. The fundamental requirement of all delegates embarking on the award is a desire to improve and update their knowledge.

FORMAT

The taught instructor-led course will be a suitable mix of lectures, tutorials, workshops, case studies, videos and hands on practical exercises. Delegates will be given immediate opportunities to apply what they have learned with real life problems and case studies.

A comprehensive course workbook is at the core of this course and delegates will also be guided through additional material in the instructor-led sessions.

Each award has an assessment of a 1-hour formal examination which will relate directly to the skills learned and developed in that course.

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www.ibskills.co.uk