



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

This module will provide an understanding of foundational principals 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

Step 2

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Resilience



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Resilience (the ability to survive setbacks and failures): The Oxford English Dictionary defines Resilience as “the ability to recover quickly from difficulties”.

This describes an ability to recover from an adverse situation either largely or completely. It does not necessarily imply that the person has a positive feeling about the negative situation. It simply means that something has gone awry but I am going to grit my teeth, pick myself up and I still believe that I can do some or all of what I originally intended – despite this setback – and I am going to do my best to achieve some or all of my goals.

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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

- ✓ Helping 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.

Business, Industry, Nonprofits, & Agencies

- ✓ 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
\$49 per Learner

101-500 Learners per Year
\$44 per Learner

500+ Learners per Year
\$39 per Learner