

Course Name	CBP™ Business Communication
Course Code	CBP-BC
Course Duration	2 Days
Course Structure	Instructor-Led
Course Overview	<p>CBP™ Professional-Business Communication focuses on building effective business communication skills, through training in the use of the most successful and effective strategies to reach the stage of mastering communication skills so that these skills will become instilled into his personality and gradually affect his behavior.</p> <p>The program also aims to provide trainees with the best practices and professional skills necessary to rise to the highest international standards of quality. It equips the business professional with the best communication practices and develops business communication as a discipline, enabling them to determine the effective way of communication with each potential client.</p> <p>The CBP™ Professional-Business Communication training program aims to prepare trainees, especially those who have recently joined the work environment. The program provides the trainees with the most important tips and principles that help to achieve a successful and effective communication in the workplace and refines their skills by introducing them to the latest methodologies that allow them to reach the most of their capabilities.</p>
Audience Profile	This program is important for anyone who wants to develop effective communication skills, especially in the business environment, in order to maximize the benefit of the communication.
Course Prerequisites	<p>This course requires that students meet the following prerequisites:</p> <ul style="list-style-type: none"> • The candidate must have a commitment to the pursuit of • The candidate must have completed a high school or secondary school diploma or similar educational

Course Outcome	<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Defines what is meant by professional communication. • Concludes the foundations of professional communication. • Identifies potential barriers to effective communication. • Limit successful strategies to overcome those obstacles and constraints. • Compare verbal and non-verbal communication. • Infer the basic requirements for effective communication. • Describes the basic elements of writing official letters at work. • Explains the importance of target audience analysis in achieving effective communication. • Identifies key elements of message structure in a typical manner. • Evaluates the role of written communication. • Conclude the advantages of effective written communication. • Formulates creative persuasive writing.
Assessment/Evaluation	<p>International Certified Business Professional Exam – Business Communication This Topic prepares candidates to take the Certified Business Professional exam CBP™ C50-510</p>

Course Details	
Topic	<p>Topic 1: Introduction to Business Communication</p> <p>Topic 2: Structuring Business Communication</p> <p>Topic 3: Developing a Business Writing Style</p> <p>Topic 4: Types of Business Writing</p>

	<p>Topic 5: Writing for Special Circumstances</p> <p>Topic 6: Developing Oral Communication Skills</p> <p>Topic 7: Doing Business on the Telephone</p> <p>Topic 8: Non-Verbal Communication</p> <p>Topic 9: Developing Effective Presentation Skills</p> <p>Topic 10: Conflict and Disagreement in Business Communication</p>
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