

# Business Communication Training

**Course Duration: 24 Hours**

**Course code: BCT**

## 1. Course Overview

The Business Communication Training course is designed to help professionals communicate clearly, confidently, and effectively in today's corporate environment. This course focuses on improving verbal, written, and non-verbal communication skills, enabling learners to build strong workplace relationships, deliver impactful messages, and enhance professional credibility.

## 2. What you'll learn?

By the end of this course, learners will be able to:

- Communicate confidently in professional and business settings
- Improve verbal, written, and interpersonal communication
- Structure clear and persuasive business messages
- Deliver effective presentations and meetings
- Enhance listening and negotiation skills
- Handle workplace conversations, feedback, and conflicts professionally
- Communicate effectively with clients, teams, and leadership
- Build a strong professional presence and etiquette

## 3. Target Audience

This course is ideal for:

- Corporate professionals at all levels
- Managers, team leaders, and supervisors
- Sales, marketing, and customer service teams
- Graduates' students and job seekers
- Entrepreneurs and business owners
- Professionals transitioning to leadership roles

- Anyone looking to improve workplace communication skills

## 4. Pre-Requisites

To get the most out of this course, learners should have:

- Basic proficiency in English language
- Willingness to participate in interactive activities
- No prior corporate experience required
- Interest in personal and professional development

## 5. Course content

Module 1: Introduction to Business Communication

- Importance of communication in business
- Types of business communication
- Barriers to effective communication
- Communication models

Module 2: Verbal Communication Skills

- Professional speaking techniques
- Tone, clarity, and articulation
- Telephone and virtual communication etiquette
- Communicating with confidence

Module 3: Non-Verbal Communication

- Body language and facial expressions
- Eye contact, posture, and gestures
- Personal appearance and professional image
- Cultural sensitivity in non-verbal cues

Module 4: Written Business Communication

- Business Emails and Email Etiquette

- Reports, proposals, and documentation
- Professional messaging and chat communication
- Common writing mistakes and best practices

#### Module 5: Listening and Interpersonal Skills

- Active listening techniques
- Empathy and emotional intelligence
- Building workplace relationships
- Giving and receiving feedback

#### Module 6: Presentation and Public Speaking

- Structuring impactful presentations
- Storytelling in business communication
- Visual aids and slide design basics
- Handling questions and audience engagement

#### Module 7: Meetings and Workplace Communication

- Conducting effective meetings
- Participating professionally in discussions
- Agenda setting and follow-ups
- Virtual meeting best practices

#### Module 8: Persuasion, Negotiation, and Influence

- Persuasive communication techniques
- Negotiation fundamentals
- Influencing stakeholders
- Handling objections professionally

#### Module 9: Conflict Management and Difficult Conversations

- Identifying sources of conflict

- Communication strategies for resolution
- Managing emotions and stress
- Handling difficult conversations diplomatically

#### Module 10: Corporate Etiquette and Professional Excellence

- Workplace etiquette and professionalism
- Cross-cultural business communication
- Personal branding and executive presence
- Real-world scenarios and role plays