



CBP™ Professional – Foundation Level Business Communication

Course Overview

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.

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.

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.

Course Objectives

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. The course objectives are as follows:

- Build successful communication strategies to overcome all forms of communication discomfort
- Solving conflicts of opinion or conflicts during professional communication.
- Develop oral communication and presentation skills.
- Develop professional writing skills in business.
- Develops telephone communication skills to accomplish business.

Course Outcomes

At the end of this program, the trainee will be able to:

- 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.



Who Should Attend?

This course is recommended for business leaders, senior executives, managers, supervisors, Front-line workers and other professionals who wish to specialize in the business communication - Business segment.

Course Duration

The duration of this program is **15 training hours**. The training hours vary according to the schedules of the certified and Authorized CBP™- Certified Business Professional centers.

Course Language Delivery

This course is delivered in English Language by certified CBP™ trainers.

Pre-requisites

This course requires that students meet the following prerequisites:

1. The candidate must have a commitment to the pursuit of excellence.
2. The candidate must have completed a high school or secondary school diploma or similar educational standards.
3. The trainer must be a CBP™ at ATP accredited training center or a candidate to be a CBP™.

What you will receive

Students will receive an official course manual for post class reference and review.

Certification Preparation

In this course you will be provided with a set of basic information and skills required to conduct effective business communication. The Certified Business Professional (CBP™) certification prepares business professionals by introducing them to the best business communication methodologies and concepts, developing their business skills and providing them with appropriate tools and skills through diverse written and practical exercises, real-life examples and scenarios.

International Certified Business Professional Exam – Business Communication

This module prepares candidates to take the Certified Business Professional exam - CBP™ C50-510

You need also to complete the following courses to obtain Certified Manager Certification.

- CBP™ Leadership Series
- CBP™ Sales Series
- CBP™ Business Etiquette and Professionalism Series
- CBP™ Customer Service Series

Where can I study this program?

Candidates can study the Business Professional Program and obtain a CBP™ Business Communication Certified Business Professional at any of the accredited centers throughout the MENA region.

For a list of accredited training centers, please visit our website: www.ibta-arabia.com



Course Outlines

Module 1: Introduction to Business Communication

- What is Business Communication?
- A Business Communication Model
- Encoder/Decoder Responsibilities
- Medium vs Channel
- Barriers to Communication
- Strategies for Overcoming Barriers
- Feedback
- Some Final Questions
- Verbal vs Non-verbal Communication

Module 2: Structuring Business Communication

- Communication Basics
- Defining your Message
- Analyze your Audience
- Structuring your Message

Module 3: Developing a Business Writing Style

- Roles of Written Communication
- Good Written Communication
- Communication Checklist
- Develop an Effective Writing Style

Module 4: Types of Business Writing

- Letter and Memo Formats
- Business Letters
- Letter Format Styles
- Business Memos
- Good News and Persuasive Correspondence
- Positive Messages
- Persuasive Messages
- Managing Report Writing
- Parts of Report
- E-Mail Communication
- Sending an E-Mail
- E-Mail Basics
- Use Sensory Language
- Confidentiality and Copyright Clause
- Netiquette
- Online Communication

Module 9: Developing Effective Presentation Skills

- The different types of Presentations
- Informative Presentation
- Persuasive Presentations

Module 5: Writing for Special Circumstances

- What is Tactful Writing?
- Rules to Tactful Writing
- Writing a Bad News Letter
- Why the Need for Persuasive Writing?
- Strategies for Persuasive Writing
- Writing a Persuasive Letter

Module 6: Developing Oral Communication Skills

- Guidelines for Effective Oral Communication
- Planning
- Key components to Enhance Oral Communication
- Elements of Good Oral Communication
- Principles of Effective Speeches
- Speech Styles or Delivery Formats
- Active Listening and Observation

Module 7: Doing Business on the Telephone

- Telephone Etiquette
- Answering the Telephone Courteously
- What to Tell the Caller
- Handling Rude or Impatient Callers
- Screening Calls
- Taking Messages
- Telephone Fundamentals
- End Conversation Gracefully
- Checking Messages and Returning Calls

Module 8: Non-Verbal Communication

- Importance of Non-Verbal Communication in Business
- Body Language
- Physical Contact
- Physical Distance
- Presenting a Professional Image
- How the Business Environment affects Communication

Module 10: Conflict and Disagreement in Business Communication

- Understanding Conflict
- The role of Values
- Conflict Resolution Value
- Conflict Resolution Styles
- Selecting a Conflict Resolution Style





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| <ul style="list-style-type: none">• Goodwill Presentations• Presentation Anxiety• Appropriate Attire for Presentations• Consideration of Context and Culture• Critical Points when Preparing for a Presentation• Simple Techniques for Using Visual Aids• What is a Visual Aid?• Tips for Preparing and Using Visual Aids• The importance of the use of Technology in a Presentation• The importance of a Presentation Checklist• What to include on the Checklist | <ul style="list-style-type: none">• Conflict Resolution Strategies• Active Listening• Tips for Active Listening• Before Listening• During Listening• The Manager's Responsibilities – Mediation• Cross-cultural Challenges• Responsibility of the Cross-Cultural Communicator |
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LEARNING OUTCOMES ASSESSMENT

Purpose

Evaluate and Assess results of Training to identify the level of improvement and enhancement of trainee competencies.

Scope

- Measure the validity of the intended skill deliverances
- Consistency & reliability of results
- Actionable information specific to course learning outcomes

Evidence of Learning

Outcomes are defined in terms of the:

- Knowledge
- Comprehension
- Application
- Analysis
- Synthesis
- Evaluation

Knowledge	<ul style="list-style-type: none"> • Define business communication • Recognize the roles of written communication • Recall the different types of business writing • Define writing for special circumstances in business
Comprehension	<ul style="list-style-type: none"> • Discuss the importance of effective communication in business • Discuss the impact that word and tone can have on business message • Discuss the importance of data and identify its role in business • Discuss the different types of reports and their purpose • Discuss the usefulness of visual aids and identify common presentation tools • Identify the appropriate usage of informative business messages and write an informative business messages
Application	<ul style="list-style-type: none"> • Apply knowledge of effective communication in doing business • Select and employ sophisticated techniques for business writing • Apply principles of oral communication skills to effectively deliver speeches
Analysis	<ul style="list-style-type: none"> • Compare and contrast the different business communication models • Compare the different types of presentations • Identify conflict resolution values and styles
Synthesis	<ul style="list-style-type: none"> • Recognize and formulate problems that are amenable to energy management solutions • Propose solutions to complex energy management problems both verbally and in writing • Explain body language and its importance in business • Manage business by the telephone • Prepare and develop an effective presentation
Evaluation	<ul style="list-style-type: none"> • Assess the importance of key business communication modes • Summarize the main business writing techniques • Predict the effect of persuasive presentation on targeted audience • Evaluate the key areas contributing to the craft knowledge of experienced business professionals with the best communication practices

Methods and Criteria to Assess Outcomes

1. Online Exams
2. Short questions directed to specific learning objectives
3. A Question should be answered in less than 1.5 minutes



4. The English and Arabic versions of the exams both reflect the same value
5. Timely use of the results to make Improvements

Baseline Information

The result statements clearly indicate whether they meet the criteria by passing international tests and scoring 70% as a measure of the minimum skills acquired during training.

Who will Interpret Results

The CBP™ International Business Professional certification is conducted by PROMETRIC and through accredited testing centers around the world. The tests measure the level of professionalism and skills and the basic competency level required for CBP™ certification. All certificates are endorsed and issued by International Business Trading Association (IBTA)

Measurement Methodologies:

- Role Plays
- Case Studies
- Scenarios
- Workshops
- Online Practice\Prep Exam
- Online Post/Prometric Exam
- Videos

Communication of Results

An Email with results is sent to trainee once the exam is completed...

