



Fundamentals of Communication:

Course Specifications

Course number: 088203

Course length: 1 day

Course Description

Fundamentals of Communication provides an overview of the basic principles of business communication. It provides guidelines and best practices for effectively communicating in the workplace, thereby improving productivity and mutual understanding in culturally diverse business organizations.

Prerequisites: Microsoft Word 2000: Level 1 or equivalent knowledge.

Delivery Method: Instructor-led, group-paced, classroom-delivery learning model with structured hands-on activities.

Performance-Based Objectives

- Communicate formally and informally in business so there is a mutual understanding between the sender and the receiver.
- Write clear, concise business communication so that it has a positive and meaningful impact on the reader and achieves the desired result.
- Use graphics in business communication so that facts, processes, and summaries are effectively designed to convey visual and textual information.
- Use verbal and non-verbal communication appropriately in business so that there are no barriers to mutual understanding in culturally diverse organizations.
- Use electronic communication in business so that you observe proper etiquette and ensure professionalism to send and receive messages.

Course Content

Lesson 1: Understanding Business Communication

Topic 1A: Identify Basic Communication Techniques

Topic 1B: Describe Formal and Informal Communication

Lesson 2: Communicating in Writing

Topic 2A: Write Effective Business Documents

Topic 2B: Write Effective Business Letters

Topic 2C: Write Effective Memos

Topic 2D: Write Effective Reports

Lesson 3: Communicating with Graphics

Topic 3A: Create Graphics for Business Communication

Topic 3B: Communicate Static Information

Topic 3C: Communicate Dynamic Information

Lesson 4: Using Verbal and Non-verbal Communication

Topic 4A: Describe Verbal and Non-verbal Communication

Topic 4B: Identify Elements of Effective Meetings

Topic 4C: Identify Elements of Effective Presentations

Topic 4D: Read Body Language

Lesson 5: Communicating Electronically

Topic 5A: Using Voice Communication in Business

Topic 5B: Using Internet Communication in Business

Appendix A: Works Cited

References and Works Cited