Effective Business Communications

Course Description

Good communications, oral or written, is the key to success in business life. The course is intended to assist business people in gaining understanding of the communication process, writing and organization methods, and oral aspects of communication in business. Emphasis is also placed on new technology in business communications, including e-mails, blogs, and Internet searching.

Completion Deadline & Exam: This course, including the examination, must be completed within one year of the date of purchase. In addition, unless otherwise indicated, no correct or incorrect feedback for any exam question will be provided.

Course Level: Overview. This program is appropriate for professionals at all organizational levels.
CPE Credits: 14 (CPA)
Category: Personal Development
Prerequisite: None
Advanced Preparation: None

Course Learning Objectives

Chapter 1:   Communication as a Process

After studying this chapter you will be able to:

1. Identify elements of the communication process.
2. Identify the influence of behavioral science on management and communication.

Chapter 2:   Choosing Appropriate Words

After studying this chapter you will be able to:

1. Define examples of kinesic communication.
2. Identify examples of meta-communication.
3. Recognize examples of effective word usage.

Chapter 3:   Writing Effective Sentences

After studying this chapter you will be able to:

1. Identify simple, compound and complex sentences.
2. Differentiate between positive and negative sentences.
3. Recognize several techniques for emphasizing an idea.

Chapter 4:   Writing Paragraphs and Compositions

After studying this chapter you will be able to:

1. Identify correct effective use of paragraphs for different written reports.

Chapter 5:   Planning Messages for Reader Reaction

After studying this chapter you will be able to:

1. Identify elements for planning an effective message.

Chapter 6:   Writing about the Routine and the Pleasant

After studying this chapter you will be able to:

1. Recognize the different types and usages of business letters.

Chapter 7:   Writing About the Unpleasant

After studying this chapter you will be able to:

1. Recognize the different types of unpleasant business communications.
2. Identify effective techniques of collection and credit letters.

Chapter 8:   Writing to Persuade

After studying this chapter you will be able to:

1. Evaluate effective sales and persuasive written communication.
2. Recognize the convincing evidence for a sales presentation.
3. Identify the characteristics of a delinquent debtor.

Chapter 9:   Writing Special Letters

After studying this chapter you will be able to:

1. Identify effective elements for condolence or sympathy letters
2. Recognize the components of other unique/special communication pieces.

Chapter 10:   Preparing Personal Resumes

After studying this chapter you will be able to:

1. Recognize the attributes of a person who deserves a job
2. Identify the information and content of an effective resume..

Chapter 11:   Writing Application Letters

After studying this chapter you will be able to:

1. Define the basics of good job applications.
2. Recognize strong components and usage of elements within an application.

Chapter 12:   The Report Process and Research Methods

After studying this chapter you will be able to:

1. Recognize the nature of business reports.
2. Identify different research methods.
3. Define the logical steps in problem solving.
4. Identify the best methods to collect and organize data.
5. Recognize organization methods to develop a better report.

Chapter 13:   Organizing Reports

After studying this chapter you will be able to:

1. Recognize the report outlining process.
2. Define the steps to organize a report in logical sequences.
3. Identify effective introductions, findings, conclusions and recommendations.

Chapter 14:   Using Graphics in Reports

After studying this chapter you will be able to:

1. Recognize the advantages of tables, charts and graphs in a report.
2. Define the types of charts and graphs used to present quantitative data.

Chapter 15:   Writing the Report

After studying this chapter you will be able to:

1. Define an objective writing style.
2. Recognize the proper tense, accurate nouns and pronouns.
3. State the effectiveness of using common language.
4. Recognize useful devices for good transitions.

Chapter 16:   Finishing the Report

After studying this chapter you will be able to:

1. Define the factors that contribute to a finished report.
2. Recognize objectivity in a report.
3. Identify proper use of documentation and footnotes.

Chapter 17:   Preparing Memorandums and Short Reports

After studying this chapter you will be able to:

1. Recognize the characteristics of a memorandum and short reports.
2. Identify the useful application of memos and shorter reports.

Chapter 18:   Listening and Making Oral Presentations

After studying this chapter you will be able to:

1. State the principles of effective listening.
2. Identify detrimental listening habits.
3. Describe the four types of speaking styles.

Chapter 19:   New Technology in Business Communication

1. State how new technology is used to communicate.
2. Identify how the Internet and telecommunication services impact business communications.
3. Identify internet resources.
4. Recognize newer technologies such as blogs, podcasts, Webcasts, and wikis.
5. Identify and define LAN and WAN networks.