

Business Communication Skills

Based on SAQA's Unit Standard 119462, NQF Level 4, 5 Credits | 4 OPISA CPD Points

Introduction

Effective communication within a business environment is crucial to the success of any team, department or even the organisation. The skills, knowledge and understanding demonstrated within this programme are essential for social and economic transformation and contribute to the uplift and economic growth within a business environment.

This course is suitable for secretaries/senior secretaries, executive assistants, PAs, supervisors and administrators and any other people who need to communicate openly and directly to a target audience in a professional manner.

Course Objectives

The overall objective of this skills programme is to provide learners with the skills and knowledge to conduct communication within a business environment, by:

- Demonstrating an understanding of communication channels in business and everyday life
- Conducting written and verbal communication within the business environment
- Using communication in a business environment

Course Outline

Demonstrating an understanding of communication channels in business and everyday life

- The process and purpose of communication is defined according to communication principles
- The communication channels used in business and personal life are identified and explained with the aid of examples
- The diversity of cultures and communication channels are acknowledged and appreciated within the business and everyday life scenarios
- Barriers to effective and open communication modes are identified with the aid of examples within business environment

Conducting written and verbal communication within the business environment

- Communication mode is planned, organised and composed for the specific audience
- A written and verbal message is composed and presented in a professional and ethical manner
- A graphic or visual presentation is prepared and presented to a target business audience

Using communication in a business environment

- The impact and effect of informal and unofficial communication within the business environment is identified according to positive and negative values
- Personal communication techniques within a team are demonstrated according to professional and sound business ethics
- A conflict situation is identified and possible procedures or steps for resolving a dispute or breakdown in relations are suggested using respectful dialogue
- Clear, direct and open communication modes, mediums, styles and techniques are identified and demonstrated in a particular business context to a specific audience