



THE  
LEARNING  
DEVELOPMENT  
GROUP

## Introduction

For any business to succeed, it needs to develop a customer service excellence culture that takes a serious approach towards achieving and maintaining high levels of customer satisfaction, ensuring measures are in place to consistently monitor and improve customer service levels.

Effective language articulation therefore becomes critical to identify or adopt the style and language register required in different verbal or written situations.

The programme enables delegates to become adept at identifying the assumptions and inferences made through verbal or written communication and articulate responses professionally. It also develops the skills needed to effectively monitor service levels between an organisation and its customers, both internal and external.

## Target Audience

This course is aimed at junior managers who are seeking to improve their knowledge and skills of customer relations using verbal and written communication.

## Entry Requirements

- Competent in Communication at NQF Level 3.
- Competent in Mathematical Literacy at NQF Level 3.

## Additional Requirements

- You will need access to an appropriate workplace to complete the practical components of the programme.
- Active support and mentorship by your manager.
- Access to a PC and software for course assignments.

## Management & Leadership

# Business English for Second Language Users

SERVICES SETA Statement of Results

US ID: 119462, 119472, 242829

NQF Level: 4

Credits: 15

## Course Delivery & Assessment

We use in-classroom, virtual classroom and blended interactive facilitated training sessions, group discussions, assignments, case studies and self study to embed skills.

You will need to:

- Attend all lectures and sessions
- Demonstrate theoretical and practical understanding of programme content
- Complete and present practical workplace assignments,
- Compile and submit a Portfolio of Evidence (PoE)

To receive your SOR: Business English for Second Language Users, you will need to compile, submit and be found competent on a Portfolio of Evidence (PoE).

## Learning Outcomes

By the end of the programme, you will have skills such as:

- Respond critically yet sensitively as a listener/audience.
- Analyse own responses to spoken/signed texts and adjust as required.
- Use strategies to be an effective speaker/signer in sustained oral/signed interactions.
- Evaluate spoken/signed discourse.
- Interact successfully in oral/signed communication.
- Use strategies that capture and retain the interest of an audience.
- Identify and respond to manipulative use of language.
- Measure customer satisfaction on an ongoing basis.
- Recommend corrective action.





## Course Content

### Business English for Second Language Users Accreditation Body: SERVICES SETA

SAQA ID: 119462	NQF Level: 4	Credits : 5
SAQA ID: 119472	NQF Level: 3	Credits : 5
SAQA ID: 242829	NQF Level: 4	Credits : 5

#### Module 1: Engage In Sustained Oral/Signed Communication and Evaluate Texts

- Participate effectively in oral communication in most situations
- Adopt the style and language register required in different situations
- Use language to convey detailed information, and to express ideas and feelings
- Control complex sentence structures and the use of tenses in their spoken communications
- Respond critically yet sensitively as a listener
- Analyse responses to spoken and written texts and adjust as required
- Use strategies to be an effective speaker in sustained oral interactions
- Evaluate spoken discourse

#### Module 2: Accommodate Audience and Context Needs in Communication

- Interact successfully in oral/signed communication
- Use strategies that capture and retain the interest of an audience
- Identify and respond to manipulative use of language
- Plan formal communications in writing in detailed

#### Module 3: Monitor the Level of Service to a Range of Customers

- Identify internal and external customers
- Explain standards of customer service expected by the organisation
- Measure customer satisfaction on an ongoing basis
- Identify and recommend corrective action and provide feedback



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## Our Accredited Organisations



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