

BUSINESS COMMUNICATION SKILLS CERTIFICATE PROGRAM

OBJECTIVE

A Business communication refers to exchanging information, knowledge, ideas, thoughts and messages between individuals or groups within or between organizations. The objective of business communication is to convey information effectively and efficiently. In this manner, one can achieve the goals and objectives of the organization.

Effective business communication helps to build and maintain relationships, facilitate decision-making and promote understanding among employees, customers, suppliers and other stakeholders. Furthermore, it enables organizations to share information, coordinate activities and achieve common goals.

COURSE OUTCOME

- Enable students to develop new perspectives and equip themselves to meet the demands of a fast-changing world where technology and globalization and other forces have dramatically changed the practice of business communication in recent years.
- Enhance proficiency and competencies in verbal and non-verbal communication skills with a holistic long-term perspective.
- Guide the participants to manage cross cultural communication.
- Develop technical communication skills.
- Address contemporary skills, issues and concepts.
- Familiarize the students with the major digital media formats available for business messages.
- Develop the ability to write press releases and understand how PR bridges the gap between an organization and its clients.



desportz
Manage By VEPL

CONTACT US.



+91 6354902394



marketing@desports.org



www.desportz.org



Office 8, Block A, Temenos Business
park, Akshar chawk, Vadodara, Gujarat
-390012