

Business Communication Specialist

Approved Program

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Certificate in Business Communication Specialist Program (CBCS)

Certificate in Business Communication Specialist Program is communications program for students to pursue a career in the communications. Every person needs to perfect the art of communication as it is an essential tool of doing business. As we know that communication is a key to personal and career success, therefore communication is considered a key to the global business Industry (Healthcare, Education, Law, Management, Information Technology, Fashion, Etc.). Students in this program study the principles, strategies, and techniques of effective contemporary written and oral business communication to produce professional presentations as well as digital and hard-copy business documents. Emphasis is placed on reviewing grammar and mechanics when creating presentations and messages including e-mails, memos, letters, reports, mobile and social media posts, texts, and résumés. Students learn productive techniques when in business meetings, profiles, and interviews, as well as communicating professionally in a social, and mobile workplace. This certificate in business communication specialist program presents a streamlined approach to business communication that includes unparalleled resources for today's learners. This program also focuses on Business Communication Skills to a variety of e-mails, memos, letters, reports, and résumés as well as professional social media posts and other short messages. This course can be enrolled by students who wishes to either develop communication skills or advance their communication skills. This is a self-paced course, this means that you can complete this certificate program at your learning pace within the allotted program duration access.

PROGRAM OBJECTIVES:

This course is designed to develop the following professional skills:

Written Communication. This program will help you improve and develop the ability to use a concise and grammatically correct language when employing various formats in composing and writing business

letters, reports, presentations, resumes, electronic mails (emails), citations, cover letters, memos.

Oral Presentation. This program will help you improve and develop the ability to appropriately choose, organize and relay the information in a professional manner. You will also learn about the effects non-verbal and verbal techniques and how to deliver messages in a professional way.

Interpersonal, Team, Digital. This program will help you improve and develop the ability to carefully listen and contribute to the performance of the team, participation in meetings, use technologies required, use of technologies that are digital (safe and effective), use of non-verbal skills to advance your career, understand diversity and working in an environment of diversity, obtain competitive edge with business etiquette and professionalism skills.

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PROGRAM OUTLINE:

- Lesson 1. CBCS: Succeeding in the Social a Mobile Workplace
- Lesson 2. CBCS: Planning Business Messages
- Lesson 3. CBCS: Organizing and Drafting Messages
- Lesson 4. CBCS: Revising Business Messages
- Lesson 5. CBCS: Short Workplace Messages and Digital Media
- Lesson 6. CBCS: Positive and Neutral Messages
- Lesson 7. CBCS: Negative Messages
- Lesson 8. CBCS: Persuasive and Sales Messages
- Lesson 9. CBCS: Informal Reports
- Lesson 10. CBCS: Proposals and Formal Reports
- Lesson 11. CBCS: Professionalism at Work
- Lesson 12. CBCS: Business Profile
- Lesson 13. CBCS: The Job Search, Résumés, and Cover Messages
- Lesson 14. CBCS: Interviewing and Following Up.

ACHIVEMENT & DIGITAL BADGE:



CERTIFICATE IN BUSINESS COMMUNICATION SPECIALIST