



Certificate in Office Communication & Business Writing



Duration : 6 months



Key Modules

- Introduction to Public Relations
- Foundations In Business Writing
- Business English Skills
- Verbal and Non Verbal Communication
- Computer Fundamentals
- Document Development Lifecycle (DDLC)
- Editing And Proofreading Strategies
- Business Letters Writing
- Communication Crisis and Relationship Building
- Social Media Communication

Career difference
through
Educational
Excellence



Certificate in Office Communication & Business Writing

Objective

Certificate in Office Communication & Business Writing is designed to prepare individuals seeking to enter the communications field or to enhance the skills and knowledge of those already in the field. This course provides intensive learning experience that will prepare students to be a flexible public relations and communications practitioner with excellent management, research, writing, technical, and social skills.

Overview

Duration	6 months
Core Modules	<ul style="list-style-type: none"> • Introduction to Public Relations • Foundations In Business Writing • Business English Skills • Verbal and Non Verbal Communication • Computer Fundamentals • Document Development Lifecycle (DDLC) • Editing And Proofreading Strategies • Business Letters Writing • Communication Crisis and Relationship Building • Social Media Communication

Structure

Introduction to Public Relations
<ul style="list-style-type: none"> • Communications Ethics, Law & Regulation • Theory, History & Prac of Public Relations • Public Relations Specialties • Elements of Communication

Public Relations Principle and Practices
<ul style="list-style-type: none"> • Public Relations Functions and Key Processes • Relationship between Public Relations and Marketing

- Public Relations Law
- Integrated Planning and Evaluation
- Public Relations and Conflict Resolution

Foundations In Business Writing

- Techniques for getting started in Business Writing
- Clarity and style in writing
- Strategies for organizing and formatting letters, memos, reports, e-mail
- Use of visual elements to enhance written presentations

Business English Skills

- Writing Dynamic Business Letters
- Grammar Review for Productive Business
- Building a Powerful Vocabulary
- Effective Memo, E-mail and Report Writing

Verbal and Non Verbal Communication

- Nonverbal Communication
 - Body Language
 - Expression and Gestures
 - The Professional look
- Verbal Communication
 - Follow up and Feedbacks
 - Following Instructions
 - Preparing for Presentations
 - Telephone Etiquettes

Computer Fundamentals

- Computer Hardware
- Computer Software
- MS-Word
- MS-Excel
- MS-Powerpoint
- Outlook

Document Development Lifecycle (DDLC)

- Analyse
- Plan
- Write

- Edit
- Review
- Test
- Deliver

Editing And Proofreading Strategies

- Differences between editing and proofreading
- Proofreading Principles
- Tips and guidelines to prevent common grammar, punctuation, and spelling errors
- Knowledge of punctuation guidelines

Preparing Visual Aids

- Line Graphs
- Bar Graphs
- Gantt Charts
- Flow Charts
- Pie Charts
- Diagrams and Sketches
- Maps and Pictures
- Tables

Business Letters Writing

- Business letters 101
- Business Memos
- Sales letters
- Complaint Letter
- Confirming Details Letter
- Press Release
- Customer-Support Messages
- Business Writing Do's and Don'ts

Communication Crisis and Relationship Building

- Critical Thinking Skills for Reading and Writing
- Strategic Planning and Communication Practices
- Communication Crisis Management
- Image Restoration
- Relationships within Communities

Social Media Communication

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| <ul style="list-style-type: none">• Effect of Internet and Social Media on Corporate Communication• Social-networking, research and measurement |
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Media Relations

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| <ul style="list-style-type: none">• Media for Public Relation - Print, TV, Internet• Relationship building with reporters and editors• Media components and Market segments for public relation |
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**** Above Curriculum is Sample Only. Please Contact Your Academic Counsellor For An Updated Curriculum**