



IMPROVING BUSINESS ENGLISH COMMUNICATION SKILLS AT WORK

OVERVIEW

Learn to use Business English instead of Plain English at the workplace.

Business English gives a pleasant impression and captures attention of readers and listeners. Plain English is not competitive enough to attract readers and listeners. It is too ordinary. Communication works for those who work for it. Winning and positive words influence readers and listeners.

Speak and write in Business English to stay competitive in this challenging market.

OBJECTIVES

- ✚ Improving Business English communication skills at work
- ✚ Avoiding common errors in Business English communication
- ✚ Making everyday communication more effective and impressive
- ✚ Achieving company's objectives

WHO SHOULD ATTEND?

Those who wish to improve their Business English communication skills at work.

This course is suitable for all senior clerks and executives who wish to raise their proficiency in Business English.

Managers are encouraged to attend to refresh their command of Business English proficiency.

WORKSHOP OUTLINE

- ✚ Module 1: Business English Vs. Plain English
- ✚ Module 2: Pronunciation & Intonation
- ✚ Module 3: Functional Grammar in Business English Communication
- ✚ Module 4: Face to Face Discussion in Business English
- ✚ Module 5: Making Use of Business English in Telephone Conversation
- ✚ Module 6: E-mail Writing
- ✚ Module 7: How You Say Matters
- ✚ Module 8: Report Writing
- ✚ Module 9: Advantage of Business English in Difficult Situations

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