

PERFECTING THE ART OF SPEAKING & WRITING IN BUSINESS ENGLISH

OVERVIEW

Communicating in English has become more crucial than ever especially in the era of borderless world of communication. Businesses nowadays are conducted between nations and the lingua franca of the business world in English. To success, business professionals need to be proficient in the language and must be able to communication information precisely, correctly, the first time and every time.



OBJECTIVES

UNDERSTAND THE
ELEMENTS OF EFFECTIVE
COMMUNICATION

INTERNALIZE THE
TECHNIQUES OF
IMPROVING SPEAKING
SKILLS

UNDERSTANDING THE
BASIC PRINCIPLES OF
GOOD BUSINESS WRITING

MASTER THE ESSENTIAL
SKILLS OF EFFECTIVE
BUSINESS WRITING

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