



# Business Communication

5 Credits towards the Higher Certificate in Management

16th – 20th April 2018

Premier O. R. Tambo Hotel, Kempton Park Johannesburg South Africa

## Course Outcomes:

After successful completion of this short course participants should be able to:

- Understand the purpose of effective business writing
- Improve writing through clear communication
- Plan writing and collect relevant information
- Identify texts specific to a particular business function
- Check information for accuracy, bias and stereotyping
- Use plain, up-to-date language in business documents
- Identify effective information transfer – style and tone
- Draft and editing of business documents
- Check for accuracy and factual correctness
- Use appropriate grammar
- Update and improve business writing skills for more effective and persuasive emails, memos, letters and reports
- Create reader-friendly layouts to highlight important information
- Avoid archaic expressions and common grammar, punctuation and usage errors
- Implement the most effective way to conclude a report
- Correct way to use email, memoranda and other ways to alert attendees
- Append reports, proposals and other documents to agendas and minutes
- Gain insight ways to reference reports, proposals and other documents

## Who Should Attend?

All Senior Level Personal Assistant and Senior Secretary who manages one or more executives

- Personal Assistants
- Executive Secretaries
- Administrative Assistants
- Frontline Personnel
- Receptionists
- Customer Service Personnel
- Departmental Secretaries
- Office Administrators
- Support Officers

## About your Course Presenter:

### B.A Degree, B.D Degree, B Proc. Degree

Your Facilitator is a practicing attorney, conveyancer and notary in Krugersdorp. He is also a lecturer at Southern Business School where he specialises in the subjects Business Law, Business Communication, Leadership and Business Management. He acquired a BA degree at the University of Johannesburg where after he obtained a BD degree at the University of Pretoria. He also mastered the B Proc degree at the University of South Africa. His passion is to teach and to mentor his students to master their subjects. He has offered training and management consultation services in a vast array of fields ranging from leadership development, human resources and general management. He is also a noted public speaker at national and continental conferences and widely regarded as a subject matter expert in the field of management.



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