

Advanced Certificate Program in Business Communication



Businesses and their management have become a crucial part of the corporate society using English as the primary or source language. Communication in business without the use of appropriate tools is another major grey area. While the abilities are expected, there is no formal training on the subject and we acquire these skills as part of growing up. Experience has it that most senior executives in the corporate world end up being poor communicators for the lack of synergy between their thoughts, tools of trade and their methods of applying the skill. Insignificant looking errors can mar major deals.

A business person needs professional etiquette at the time of his/her business dealings. Business etiquette makes communication and negotiation easier. Etiquette means protocol, manners or guidelines that control an individual to behave in the society or people around. Based on custom and morality, business people have to follow some social guidelines and manners in business situations. It is to note that proper manners and business etiquette are essential to the success of the business negotiations

Who should attend?

This course can be attended by professionals from across domains and industries.

Program Outcomes

- Communicate more effectively
- Carry out meetings and negotiate with greater effectiveness
- Carry yourself with confidence in elite company
- Listen to the customer — empathise to understand hidden/latent needs



Schedule

#	Topic	Module	Day & Date	Time - Hours
1	Business Communications How, why, when and where	Module I	Saturday, March 14,2020	09:00 – 17:00
2	Letters & their importance	Module II	Saturday, March 14,2020	09:00 – 17:00
3	Internet based communications	Module III	Saturday, March 14,2020	09:00 – 17:00
4	The 7 Cs and the 4 Ss, the verbal and the non-verbal	Module IV	Sunday, March 29, 2020	09:00 – 17:00
5	Effects of Communication and Business English on decision making	Module V	Sunday, March 29, 2020	09:00 – 17:00
6	Report preparation, agenda setting, conferences and meetings etc.	Module VI	Sunday, March 29, 2020	09:00 – 17:00
7	Etiquettes in Business Communication & the importance of culture	Module VII	Sunday, March 29, 2020	09:00 – 17:00



Commander Himanshu Joshi, is an aviator and former Indian Navy officer. For many years he was involved with the selection and training of personnel to the navy and has a deep interest in psychometric analysis.

Capt. Nagaraj Subbarao, Dean – Executive Education, Dayananda Sagar University, is a professor of strategy and organization behaviour. He is a master mariner, with a specialization in ocean engineering & navigation. He also has a specialization in strategy and leadership from the University of Illinois (UC), USA.

Contact for registration:

Prof. V.V. Rajan – vvrajan@dsu.edu.in / 8884186036

Malathi Nagaraj – malathin@dsu.edu.in / 9916732326

Venue: Dayananda Sagar University, Kudlu Gate, Hosur Road, Bangalore -560068

Class Size: Thirty/ Price: INR 2000+ GST

Dayananda Sagar University, Bangalore is part of the Dayananda Sagar Group of Institutions and steeped in a legacy of higher education of over six decades. The university's executive education programs for working professionals are driven by industry needs and provide an opportunity for working professionals to acquire new skills and competencies. (www.dsu.edu.in).

Our institutions are characterized by the quality of education across a broad range of disciplines from pre-university courses to post-graduation and doctoral programs covering Engineering, Dental Sciences, Biological Sciences Arts, Commerce, Sciences, Pharmacy, Nursing, Allied Health, as well as Business Management and Information Technology.

