



গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
বাংলাদেশ ইনস্টিটিউট অব ম্যানেজমেন্ট
শিল্প মন্ত্রণালয়



Excellence in Business Communication for Professionals

Course Duration: October 23-24, 2020, (2 Days)

Timing: 09.30 to 17:30 hrs

Target Group/who should attend:

Executives, Midlevel Managers and individuals from different profession are the suitable participants for the course.

Eligibility for the course: Any individual, graduate from any discipline working or seeking job can apply.

Background of the course:

Effective communication skill is the most significant tool to depict both Personal and professional Success. This course will help to unlock the secrets of business success by crafting language and nonverbal communication to convey shared meanings and remote professional relationships. Thus the course will help to perform audience analysis, developing you view point, you attitude, writing good news, routine, natural, negative, persuasive message and business report writing.

Course Objectives

The course is aimed to enhance professional expertise of participants to attain business objectives through effective communication that will develop winning mindset towards successful communication. Strategic process for developing interpersonal and dynamic presentation skills will be emphasized throughout course.

Course Outline

#	Session Title	Duration (hr)	Training Methods
1.	Inauguration, Registration, Sharing course outline.	30 min	
Foundation of Business Communication			
2.	Identifying the ways of Communication. Communication Process. Significance of effective communication	1	Lecture, group discussion, Video tutorial
3.	Difference between Communication process and Communication vehicle	1.5	Lecture, group discussion
4.	Barriers of Communication.	1	Lecture, Video tutorial
Analysis and Effective Planning for Communication			
5.	Audience Analysis.	1	Lecture, group discussion
6.	Developing You View Point and You Attitude.	1.5	Lecture, Group Work, Video tutorial
Crafting Business Message			
7.	Writing good news, routine, natural, negative and Persuasive message.	2	Lecture, Exercise, group work
8.	Outline and Business Report writing.	1	Lecture, group work
9.	E-mail and formal communication.	1	Lecture, group discussion
Effective Reporting, Meeting and Presentation			
10	Role of Nonverbal communication	1	Lecture, group discussion
11.	Overcoming Fear and preparation of presentation.	1	Lecture, Video tutorial
12.	Business Meeting and presentation.	1	Lecture, group discussion
Nonviolent Communication for Negotiation & Conflict Management			
13.	Compassionate Communication	1	Lecture, Group work
14.	Certificate awarding and evaluation	30 min	
	Total contact hour	15	

Venue : BIM, Dhaka

Mobile: 01914484406

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Course Fee : Tk. 5,000