



**Crystal Learning Centre Pte Ltd**

20 Kramat Lane #05-05

United House

T: +65 6222 0583

F: +65 6220 0582

[COURSE INFORMATION](#)

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**INITIAL LEVEL: Upper Intermediate Level (C1)**

**TARGET LEVEL: Upper Intermediate Level (C2)**

**Study hours:**

16 hours (delivered as 2-hour weekly lessons across 8 weeks)

**OVERALL GOAL:**

Learn the fundamentals of good business communication

**OVERVIEW:**

We all stand to benefit from more effective communication skills, be it in our workplace or personal lives. Communicating what you wish to say clearly and palatably across various platforms - including emails, presentations, interviews and meetings - will not only increase your professional stature but also help you achieve both corporate and personal goals.

This course looks at the fundamentals of business communication, ranging from grammar and vocabulary basics to verbal and non-verbal messaging. Through classroom sessions and mini-workshops, you will acquire the skills and know-how to be poised for the multifaceted challenges of communicating in an increasingly global and digital world.



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**KEY PROGRAM OBJECTIVES:**

- Recognize the principal considerations of business communication
- Understand how the verbal and non-verbal work in tandem with each other
- Appreciate the key differences in business communication platforms (e.g. emails, presentations, interviews, meetings)
- Use grammar, vocabulary, tone and style appropriate to your purpose
- Apply techniques you learn to a specific work situation for effective communication
- Maintain a positive and professional image for yourself and your company

English Courses	Start Date	End Date	Start Time	End Time	Day	Duration	Course Fee
Business Communication Evening Class	15/11/18	10/01/19	7.00pm	9.00pm	Thursday	8 weeks	S\$320

\* There is a one-time registration and material fee of S\$50.00 for each level

<b>1st week</b>	<p><b>Corporate communication basics</b></p> <ul style="list-style-type: none"> <li>§ Identify various forms of communication and their platforms</li> <li>§ Discover how cultural differences influence communication in English</li> <li>§ Learn a useful framework for corporate communication</li> </ul>
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<b>2nd week</b>	<b>Verbal and nonverbal communication</b> <ul style="list-style-type: none"><li>§ Understand how nonverbal cues constitute the lion's share of communication</li><li>§ Recognize how pragmatics and prosody jointly influence communication</li><li>§ Practise effective communication visually, tonally and verbally</li></ul>
<b>3rd week</b>	<b>Principles of effective communication</b> <ul style="list-style-type: none"><li>§ Learn why your subject matter greatly affects your communication style</li><li>§ Identify your audience and speak to them in the way that they expect</li><li>§ Structure your business communication based on your purpose</li></ul>
<b>4th week</b>	<b>Key considerations when developing responses</b> <ul style="list-style-type: none"><li>§ Identify who your stakeholders are and their concerns</li><li>§ Evaluate your company's main priority when communicating</li><li>§ Understand the behaviour and expectations of your customers</li></ul>
<b>5th week</b>	<b>Email correspondence and reports</b> <ul style="list-style-type: none"><li>§ Identify your principal communication considerations</li><li>§ Learn a range of styles to suit different forms of communication</li><li>§ Achieve simple, clear and thoughtful communication</li></ul>



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<b>6th week</b>	<b>Résumés, cover letters and interviews</b> <ul style="list-style-type: none"><li>§ Organize a CV in a coherent and user-friendly manner</li><li>§ Write in a dynamic style to showcase your professional attributes</li><li>§ Role-play interview scenario as both the interviewer and interviewee</li></ul>
<b>7th week</b>	<b>Presentations and meetings</b> <ul style="list-style-type: none"><li>§ Learn about communication in a group setting</li><li>§ Chair a meeting to come up with deliverables</li><li>§ Give a presentation on a topic and field questions</li></ul>
<b>8th week</b>	<b>Performance appraisals</b> <ul style="list-style-type: none"><li>§ Communicate both positive and negative feelings palatably</li><li>§ Understand the importance of expressing feedback graciously</li><li>§ Role-play a performance appraisal as both the manager and staff</li></ul>

Registered with Ministry of Education Singapore  
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