



Elements of Effective Business Communication



Build a better you



Skill-focused



Self-paced



Job-ready



This course offers 30 professional development credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification and aligns to the SHRM® Body of Applied Skills and Knowledge.¹

This Program, ID No. 625789, has been approved for 30.00 E-Learning recertification credit hours toward aPHR™, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through HR Certification

¹ SHRM is a registered trademark of Society for Human Resource Management.

Course overview

Discover techniques designed to improve how you craft and deliver concise and informative communications. Learn how to become a better listener so you can help address the concerns of others. And explore different ways to transfer and translate information from one level within an organization to another. This is Elements of Effective Business Communication. In about 30 hours, you could enhance your communication skills and influence how you interact with people at any level within the workplace.

Skills you'll learn

- Apply communication principles to articulate information relevant to audience, purpose and context
- Utilize appropriate language and tone to convey information appropriately
- Apply active and empathetic listening skills to respond effectively in different business situations
- Apply effective communication elements to differing business presentation settings





Key topics

- Clear, concise, understandable communication
- Utilizing appropriate tone and body language
- Active and empathetic listening
- Presentations and delivering organizational messaging



Course outline

1 of 2

Course Introduction

- Course Welcome
- Getting Started

Module 1 - Clear, Concise, and Understandable Communication

- Introduction to Clear, Concise, and Understandable Communication
- Understanding the Elements of Communication
- Communication in the Global Digital Age
- Communication in the Global Arena
- Clear, Concise, and Understandable Communication Skills Assessment

Module 2 - Appropriate Tone and Body Language

- Introduction to Active and Empathetic Listening Skills
- Communicating with Confidence
- Communicating Effectively with your Audience
- Knowing Your Audience
- Utilizing Appropriate Tone and Body Language Skills Assessment



Course outline

2 of 2

Module 3 - Active and Empathetic Listening

- Introduction to Active and Empathetic Listening
- Critical Elements of Active and Empathetic Listening
- Demonstrating Active Listening Techniques
- Active Listening with Clients
- Different Types of Listening
- Becoming a Better Listener
- Active and Empathetic Listening Skills Assessment

Module 4 - Presentations and Delivering Organizational Messaging

- Introduction to Presentations and Delivering Organizational Messaging
- Messaging, Media Literacy, and Communication
- Delivering an Effective Prospect Presentation
- Presentation Delivery and Audience Engagement
- Presentations and Delivering Organizational Messaging Skills Assessment



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