



Certified Business
Communication Specialist
VS-1042

Vskills Certifications

Vskills Brochure



Skills for a secure future

Certified Business Communication Specialist

Certification Code VS-1042

Every organization is on a look out for people with good communication skills but unfortunately the business need for employees with good communication skills is often not fulfilled. There is a high correlation between communication skills and job opportunities. It is very important to stand out of the competition and make a mark by demonstrating the requirements that are in demand such as leadership and communication skills. Vskills Certification provides a high learning curve and focuses on assessing the candidates on these parameters.

Why should one take this certification?

The communication shortcoming of employees and the importance of communication in any organization explain the need for working toward improving communication skills. Vskills Certification focuses on developing writing skills, proper business etiquettes, effective speaking and listening habits. This will not only assist the candidate in career advancement but also develop the requisite business communication skills.

Who will benefit from taking this certification?

Vskills Certification in Business Communication is for all the candidates who wish to improve their business communication skills and want to perform better than their peers. The Certification focuses on directing the student towards betterment of their verbal and non-verbal communication skills set. Candidates taking this certification will be rigorously judged and develop a better outlook.

Test Details:

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%); There is no negative marking in this module.

Fee Structure:

Rs. 3,499/- (Excludes taxes)*

* Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

Companies that hire Vskills Business Communication Professionals

Vskills Certified business communication professional can find employment in all kind of companies, big or small, since maintaining better business communication is a crucial part of any organization.

Table of Content

1. Introduction to Communication

- 1.1 Theory of Business Communication
- 1.2 Classification of Communication
- 1.3 The Purpose of Communication
- 1.4 The Process of Communication
- 1.5 The Seven C's of Communication In Verbal Communication
- 1.6 Universal Elements in Communication
- 1.7 Interaction with Social And Electronic Media

2. Diversity and Organizational Communication

- 2.1 Organizational Communication
- 2.2 Assumptions underlying early organizational communication
- 2.3 Communication Networks
- 2.4 Direction of Communication
- 2.5 Interpersonal Communication
- 2.6 Communication Approaches Used In An Organization
- 2.7 Line and Staff Management (Lsm)
- 2.8 Intercultural Communication Skills
- 2.9 Effectiveness of Intercultural Communication
- 2.10 Developing Cultural Intelligence
- 2.11 Improving Cross-Cultural Communication Skills
- 2.12 Some Examples of Cultural Diversity

3. Oral Communication

- 3.1 Oral Communication
- 3.2 Listening

4. Non Verbal Communication

- 4.1 Importance of Non-Verbal Communication
- 4.2 History of Non-Verbal Communication
- 4.3 Types of Non-Verbal Communication
- 4.4 Functions of Non-Verbal Communication
- 4.5 How Non-Verbal Communication Helps

5. Written Communication

- 5.1 Written Business Communication
- 5.2 Types of Business Communication
- 5.3 Business Etiquettes
- 5.4 Modes of Written Communication In Business Organisation
- 5.5 Types of Communication Based On Style And Purpose
- 5.6 Keys to Effective Written Communication
- 5.7 The Importance of Font Selection
- 5.8 How to Write A Good Business Letter

5.9 How to Write A Memo

5.10 E-MAIL

5.11 Report Writing

6. Business Communication Application

6.1 Presentation Skills

6.2 Effective Presentation

6.3 Negotiation Skills

7. Etiquette

7.1 Business Etiquettes

7.2 Cultural Differences And Etiquette

7.3 Workplace Etiquettes: Making Positive Impressions

7.4 International Business Etiquette

8. Career and Communication

8.1 Group Discussions

8.2 Curriculum vitae (CV) or resume

8.3 Personal Interview

9. Communication Barriers

9.1 Barriers to Communication

Sample Questions

1. What are the common barriers that impede communication?

- (1) Barriers with people
- (2) Barriers with words
- (3) Barriers made by cultural differences
- (4) Barriers made by distance

- A. All of the above
- B. All, except (2)
- C. All, except (3)
- D. All, except (4)

2. Effective communication can ONLY be achieved when

- (1) The audience is understood
- (2) Feedback is encouraged
- (3) Thoughts are organised

- A. All of the above
- B. All, except (1)
- C. All, except (2)
- D. All, except (3)

3. Which of the following is NOT used in oral speaking style?

- A. Mostly long sentences
- B. Personal pronouns freely
- C. Active voice
- D. Contractions often

4. The resume type that showcases the job seeker's qualifications and skills is the

- A. Combination
- B. Functional
- C. Reverse-chronological
- D. Scannable

5. The heading of a resume includes

- A. personal information such as name and address
- B. career objective
- C. title of most recent job
- D. names of references

Answers: 1 (A), 2 (A), 3 (A), 4 (B), 5 (A)

Certifications

➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

➤ Big Data

- Certified Hadoop and Mapreduce Professional

➤ Cloud Computing

- Certified Cloud Computing Professional

➤ Design

- Certified Interior Designer

➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

➤ Project Management

- Certified Project Management Professional

➤ Real Estate

- Certified Real Estate Consultant

➤ Marketing

- Certified Marketing Manager

➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

& many more job related certifications

Contact us at :

Vskills

011-473 44 723 or info@vskills.in

www.vskills.com