



Subject: Online Postgraduate Diploma (PGD) in ‘Business Communication’, jointly with Bangladesh University of Professionals (BUP).

DCCI Business Institute (DBI) is offering a six (6) month long **Online Postgraduate Diploma (PGD) in ‘Business Communication’**, jointly with **Bangladesh University of Professionals (BUP)**. It is a *Unique Training Package for Professional Transformation*, scheduled to be held during **January-June 2024**. Total twenty four (24) sessions each three hours will be held on **Friday** from **9:00 AM – 12:00 PM** in 6 months through Zoom online.

Topics overview in brief: Communication- the human connection, is the key to personal and career success. In general terms, communication is a “two-way process of reaching mutual understanding, in which participants not only exchange information, news, ideas and feelings but also create and share meaning”. Business Communication is any communication used to promote a product, service, or organization – with the objective of making sale. Communication is the Lifeblood of business. Without communication no business or organization survive, grow or exists. It is one of the vital competences of any business and Organization. Communication skills are important for all involved in business and organization from gatekeeper to CEO. With the advent of technology in the globalized and dynamic business environment the aspects of communication have become more indispensable. The whole world has rediscovered the importance of communication and experienced a renewed era of communication during COVID-19 pandemic situation. DCCI Business Institute and Bangladesh University of Professionals are jointly offering PGD in “Business Communication” to meet the all-communication aspects of business enterprises.

Objective: The objective of the course is to orient with various aspects of Business Communication in details so that participants can apply their subject knowledge in their professional life and career growth.

Who Can Attend: Managers, Assistant Managers and Executive of an organization, Marketing and Sales People, IT Professional, Entrepreneurs, Students of various academic institutions and those, who are interested to develop their communication skill. **Candidate(s) must have a Bachelor Degree.**

Facilitators: Renowned, highly qualified, reputed and experienced Resource Person, having ample theoretical and practical knowledge from home and abroad about related areas, has been invited to conduct respective sessions.

Fee: Course fee is Tk. 18,000/-payable in favour of ‘**Dhaka Chamber of Commerce & Industry**’ by BEFTN/ Pay Order/ Cheque/ Cash Deposit. It could also be paid through bKash merchant number 01766018659 (Payment) with bKash charge. Fee includes cost of tuition, course materials, exams & certificate and excludes VAT & Tax.

Discount: 10% discount for DCCI Members, DBI & BUP Alumni, Participants from Defense Forces, Women Participants, Students, and 3 (three) or more participants from one organization (one option applicable). **Corporate Discount 15%** for nomination of 10 or more participants from one organization.

Admission Procedure: The intending candidates may collect **Admission Form** from DBI Office for submitting to DBI after filling up duly or log on <https://forms.office.com/r/05f5Qagxas> for Admission. Admission would be confirmed to candidates on payment of course fee.

Admission Deadline: 25th January, 2024. Seats are limited. First Come First Served.

Certification: On successful completion of the PGD, participants will get a certificate jointly issued by DCCI and BUP.

For further information, please contact, Cell & WhatsApp # 01913745062/ 01837629261; Tel: 47122986 Ext. 137/281/124 and 09666319653; E-mail: dbi@dhakachamber.com.



Contact: DBI, Dhaka Chamber Building (11th floor), 65-66 Motijheel C/A, Dhaka-1000
Phone: +88 02 47122986 (Ext. 137/124/281), **Cell:** 01913745062/ 01837629261/01766018659
E-mail: dbi@dhakachamber.com, **Website:** www.dcci-dbi.edu.bd, [facebook.com/dcci.dbi](https://www.facebook.com/dcci.dbi)



**Online Postgraduate Diploma (PGD) in
 ‘Business Communication’
 Jointly Organized by DBI & BUP
 Session: January-June 2024
 Batch: 7th Batch**

Module Title and Course Content

The contents of the course cover the entire gamut of business communication and developed step by step, built on foundational theoretical knowledge and then focused on practical applicability. The course has been offered for the 7th time after commendable success in the last 6th phases. Certainly, the course will bring forth transformation and positive growth among the participants.

Module-1:	Introduction to Business Communication
	<p>Introduction to the Course & Ice-breaking, Key Concepts of Communication:</p> <ul style="list-style-type: none"> ▪ Meaning and Definitions of Communication ▪ Evolution of Communication ▪ The characteristics of Communication ▪ Function of Communication ▪ Ingredients of Communication ▪ Process of Effective Communication <p>Aspects of Business Communication</p> <ul style="list-style-type: none"> ▪ Definition of Business Communication ▪ Business Communication Objectives ▪ Characteristics of Business Communication ▪ Types of Business Communication ▪ Business Communication Channels ▪ Importance of Communication in Business ▪ Role of Business Communication in Management
Module-2:	Classification and Principles of Business Communication
	<p>Classification of Business Communication</p> <ul style="list-style-type: none"> • Based on Organizational Parties • Based on Organizational Structure • Based on Media • Based on Numbers of sender/recipient • Based on Direction • Based on Level of communication • Based on Network • Types of Communication Skills <p>Principles of 7 C’s of Communication: Definitions, components and their implications: clear, correct, complete, concrete, concise, coherent & courteous</p>
Module-3:	Theories and Models of Business Communication
	<p>Communication Theory Framework:</p> <ul style="list-style-type: none"> • <i>Mechanistic</i> • Social Constructionist • Systemic • Critical

	<p>Popular Theories of Organizational Communication</p> <ul style="list-style-type: none"> • Weber’s Classic Organizational Theory of Fixed Structures • Tompkins and Cheney’s Organizational Control Theory • Deetz’s Managerialism Theory <p>Various Communication Models:</p> <ul style="list-style-type: none"> • Aristotle Model of Communication • Berlo’s Model of Communication • Shannon and Weaver Model of Communication • Schramm’s Model of Communication • Westley and MacLean’s model of communication • Helical Model of Communication
Module-4:	Impact of Mindset, Attitude, Knowledge, Behavior and Perception in Business Communication
	<ul style="list-style-type: none"> • What is mindset? Types of Mindset and implications of mindset in Communication • What is attitude? Implications of attitude in communication • The Betari Box theory, human attitude and behavior • What is perception? How perception is created? Role of perception in communication • Types of Perception in Communication • Factors Affecting Perception • The Johari window Model • Guidelines for Improving Perception • Guidelines for Improving Perception • What is a Perception Gap? How to Deal with a Perception Gap- Prevention & Management
Module-5:	Communication Barriers
	<p>Communication Barriers</p> <ul style="list-style-type: none"> • Semantic barriers • Psychological barriers • Organizational barriers • Personal barriers • Mechanical barriers <p>Overcoming Communication Barriers</p> <ul style="list-style-type: none"> • Overcoming barriers on part of Sender • Overcoming barriers on part of Receiver • Overcoming barriers on part of Organization and others
Module-6:	Different Types of Communicators and Communication Styles
	<ul style="list-style-type: none"> • What is communication style? • What is the impact of communication styles on target audience? • Open style communicators VS closed communication style • Primary Communication Framework of DISC profile- - Dominant, Influencer, Steady, or Conscientious. • Four Effective Business Communication Styles as per skills - The Talker, The Doer, The Controller & The Supporter • Workplace Communication Styles as per role- Active, Logical, Connector, Thinker & Combiner • Communication styles assessment & Types of Communicators: The Analytical Communicator, The Intuitive Communicator, The Functional Communicator& The Personal Communicator

Module-7:	Behavioral Communication
	<ul style="list-style-type: none"> • What is Behavioral Communication? • Direct VS Indirect Communication • Different types of communication behavior with behavior characteristics and non-verbal cues: <ul style="list-style-type: none"> ▪ Assertive ▪ Aggressive ▪ Passive-aggressive ▪ Submissive ▪ Manipulative
Module-8:	Emotional Intelligence in Communication
	<ul style="list-style-type: none"> • What is emotion? • Emotions and the Brain • What is Emotional Intelligence: Ability Model of EI • EI and Communication Effectiveness • IQ VS EI • Elements of EI: Mixed Model of EI • Understand Emotional Energy Matrix • How to develop and enhance EI
Module-9:	How to develop Reading & Listening skills
	<p><u>Reading Skills</u></p> <ul style="list-style-type: none"> • What is reading skill? What are the features of reading? • Importance of reading in professional life • Reading Process: Stages of reading • Types of Reading: Sub-lexical reading VS Lexical reading, Intensive VS Extensive Reading, Vertical VS Lateral Reading • Types and Methods of reading, with differing rates • Developing Reading Skills • Critical Reading Strategies • Reading tips for Professionals <p><u>Listening Skills</u></p> <ul style="list-style-type: none"> • What is listening? • What are the components of listening? • Importance of listening in Business Communication • Common Barriers to Listening • Stages of Listening process • Types of Listening • Key Listening skills • How to listen effectively
Module-10:	Oral Communication & Art of Conversation
	<ul style="list-style-type: none"> • What is Oral Communication • Principles of Effective Oral Communication • When the Use of Oral Communication • The channels or methods of oral communication • Advantages and disadvantages of Oral communication • What is face-to-face Conversation? • Characteristics of face-to-face Conversation • The rules of Conversations • Conduct of Conversation: <ul style="list-style-type: none"> ▪ How to start a conversation ▪ How to join a conversation in progress

	<ul style="list-style-type: none"> ▪ How to hold a conversation ▪ How to end a conversation • How to improve conversation skills
Module-11:	Non-Verbal Communication
	<ul style="list-style-type: none"> • Definition, Characteristics, Advantages and Disadvantages of NVC • Background history and evolution of Non Verbal Communication as shaped up as different study of discipline in the Business Communication • Various facts and fictions of how much communication is Non Verbal and scientific explanation of Non Verbal Communication Procedure. • Understanding the relationship and contrast between Verbal and Nonverbal Communication. • Understanding the Nature and Principles of Nonverbal Behavior • Knowing various Roles and Functions of Non-verbal Communication • Knowing different Categories of Non Verbal Communication in details
Module-12:	How to develop and deliver a presentation
	<ul style="list-style-type: none"> • What is presentation? • What are the purposes of presentation? • Types of Presentation • Various methods of presentation • Key elements of a presentation • Principles of presentation • Preparation and Development of Presentation: Planning considerations, Knowledge accumulation, Organization, Composition • Structure of presentation • Deciding presentation methods • Working with Audio-video aids • Rehearsal • Spot preparation • Deliberation and Presentation skills • Dealing with questions • Feedbacks & Follow-up
Module-13:	Business Writing- How to Develop Professional Writing Skills
	<ul style="list-style-type: none"> • What is written communication in business • When the Use of written Communication • Forms of written communication in Business • Principles of Effective written Communication • The channels or methods or written communication • Advantages and disadvantages of written communication • Main Elements to Written Communication <ul style="list-style-type: none"> ▪ Content ▪ Organization ▪ Style ▪ Convention • How to develop Professional writing skills: <ul style="list-style-type: none"> ▪ Formation of writing habit ▪ Techniques of regular writing practice ▪ Process of systematic writing ▪ Types of writing styles
Module-14:	Business Interview
	<ul style="list-style-type: none"> • What is Interview in Business? • What are the Objectives of Business Interview

	<ul style="list-style-type: none"> • Limitations of Interview • What are the types of Business Interview • Different methods & techniques of Interview • How to Conduct Interview Effectively • Qualities of Good Interviewer • How to face the interview successfully?
Module-15:	Front Desk Communication and Art of Tele-Conversation
	<p>Front Desk Communication</p> <ul style="list-style-type: none"> • What is Front desk? • Importance of Front-desk • Receptionist Duties & Responsibilities • Receptionist and Frontline Skills • How to welcome clients/visitors in the right way • Making First Impression by presenting the right image • Showing right level of politeness • How to entertain during waiting time • How to guide the visitor <p>Art of Tele-Conversation</p> <ul style="list-style-type: none"> • What is telephone conversation? • Importance of telephone conversation in business • Definition and Importance of Telephone etiquettes • Elements of Telephone etiquettes • Golden rules for Good telephone etiquettes • Importance of Listening & Understanding over phone • Importance of your Language over phone • Guidelines for Telecommunication: Answering Calls, Making Calls, Screening Calls, Taking Message, Checking Messages and Returning Calls, Transferring Calls, Holding Callers, Extended absences, Ending Conversation, Handling the emotional caller, Handling the complainer & Voicemail Manners
Module-16:	Business Meeting- How to Conduct
	<ul style="list-style-type: none"> • What is Business meeting? • Purposes or Objectives of Business meeting • What are the types of Business meeting? • Fundamental Characteristics of Effective Meetings • Conduct of Meeting: <ul style="list-style-type: none"> ▪ Phase 1: Planning for the meeting (Agenda and goals) ▪ Phase 2: Preparation for the meeting ▪ Phase 3: Setting up the meeting ▪ Phase 4: Running the meeting (Chairing/Facilitating) ▪ Phase 5: Following up (After the meeting ends...) • Meeting Etiquettes
Module-17:	Developing Agenda and Minutes of Meeting
	<ul style="list-style-type: none"> • What is Agenda of meeting • Importance and Purpose of Meeting Agenda • Standard Order of Business of Agenda • How to develop a Meeting Agenda • What are minutes of meeting? • Importance and purpose of minutes of meeting • Process of preparing minutes of meeting: <ul style="list-style-type: none"> ▪ Pre-planning

	<ul style="list-style-type: none"> ▪ Notetaking/Record taking ▪ Minutes writing or transcribing ▪ Distribution ▪ Filing <ul style="list-style-type: none"> • Guideline for preparing Effective minutes of meeting
Module-18:	Feedback Communication & Performance Appraisal
	<ul style="list-style-type: none"> • What is Feedback? • Importance of Feedback in communication • Types of Feedback • Process of Feedback • Requirements of Effective Feedback • Sources of Feedback in workplace • Various methods of Feedback • 360 Degree Feedback • Various Performance Appraisal methods in Organization
Module-19:	Art and Techniques of Questioning
	<ul style="list-style-type: none"> • What is questioning? Why questions are asked? • Considerations for asking question • Types of questions and purposes • Seven principles of good questioning • Techniques of Asking different types of questions • How to deal with response? • 5Ws & H • The six thinking hats
Module 20	Business Correspondence
	<ul style="list-style-type: none"> • What is Business Correspondence? • Types of Business Correspondence • What is Business Letter? What are the purposes of Business Letter • Types of Business Letters: Business to Business and Business to customers • Elements of a business letter • Different structures and format of Business Letter: Full block, modified block, Semi-block and modified semi-block • What is business Email? What are the basics of Business Email? What are the Business Email Etiquettes • What is Business memo? What are the types of Business memo? What are the various parts of business memo • Basic features of Business Faxes and Written Instructions
Module-21:	Business Report
	<ul style="list-style-type: none"> • What is Business Report? • Importance and purposes of business report • Types of Business report and their functions • How are reports organized? • Common elements of Business Report • Key considerations for a good report
Module-22:	Conflict Management & Art of Negotiation
	<ul style="list-style-type: none"> • What is conflict management • Aim of Conflict Management • Types of Conflict • Level of Conflict

	<ul style="list-style-type: none"> • Stages of Conflict • Conflict Management Styles and methods • Role of communication in Conflict management • What is negotiation • Importance of Negotiation • When negotiation is carried out? • Key Concepts of Negotiation • Stages of Negotiation • Strategies and techniques of Negotiation • Importance of communication in negotiation • Qualities of a good negotiator
Module-23:	Leadership and Teambuilding Through Communication
	<ul style="list-style-type: none"> • What is leadership • Factors of leadership • Philosophy of leadership • Power of leadership • Attributes and principles of leadership • Function of leadership • Theory of leadership • Various leadership styles • Role of a leader • Teambuilding • Communication and Leadership
Module-24:	Business Network & Review of the Course
	<ul style="list-style-type: none"> • English as an International Language • Importance of English in Business • How to learn Business English • How to consult Dictionary • Common mistakes in English • Summary of Course Contents • Review of Important aspects • Clarification • Briefing for Final Exam • Feedback from participants • Closing Address

Assessment Criteria

- Two Examinations (Mid-term & Final) will be held;
- 60% class attendance is mandatory for eligibility of final Exam;
- Assignment: 20 Marks;
- Mid Term Exam: 30% Marks;
- Final Exam: 50% Marks;
- Pass Marks 50% and grading will be less than 50 marks = Fail, 50-64 marks =Pass, 65-74 marks = Pass with Merit and 75 and above marks = Pass with Distinction.

