

Business Communication

CBP Exam C50-510

Certified Business Professional in Business Communication CBP-BC

Program Overview

The **Business Communications program (CBP™-BC)** focuses on developing and reinforcing effective communication skills essential for success in professional environments.

Participants will actively apply proven communication strategies—both verbal and non-verbal—to gain confidence, clarity, and impact in their interactions. The goal is to help trainees internalize these skills so they become a natural and consistent part of their professional behavior.

Main Objectives

The Certified Business Professional in Business Communications (CBP™-BC) certification covers the following objectives:

- **Introduce participants to the concepts and foundations of professional communication**
 - Understand the components of effective communication, differentiate between verbal and non-verbal communication, and overcome communication barriers.
- **Develop professional writing skills**
 - Learn how to craft emails, memos, and reports effectively; master electronic, instant, and text messaging etiquette.
- **Enhance verbal communication skills**
 - Improve spoken communication performance, identify communication styles, and understand key elements of successful oral interactions.
- **Master professional telephone communication**
 - Apply professional conduct when handling calls and dealing with different caller types tactfully and efficiently.
- **Understand non-verbal communication and develop a professional image**
 - Grasp the importance of body language and selecting an appropriate work environment to enhance communication quality.
- **Develop effective presentation skills**
 - Deliver compelling presentations, use visuals effectively, and manage presentation anxiety.
- **Manage conflicting opinions during communication**
 - Analyze sources of conflict, apply conflict resolution strategies, and enhance active listening skills, especially when dealing with diverse cultures.

Target Audience

This course is designed for:

- Trainees in both public and private sectors
- Leaders and supervisors
- Business analysts
- University students
- Job seekers aiming to improve their communication skills

Program Duration

- The total training duration is 15 hours, which may vary depending on the schedule of the authorized training center.

Program Language

- Available in both Arabic and English.

Prerequisites

Students must meet the following requirements:

- A commitment to excellence
- A high school diploma or equivalent, or be in the process of completing it

What Trainees Receive

Students/trainers will receive a full training package that includes:

- Student handbook
- Practice activities based on course content
- Pre-test and post-test
- International online exam via Prometric (passing score is 70% or higher)

Where Can I Study This Program?

Candidates can study the CBP Business Communications program and earn the Certified Business Professional in Business Communications (CBP-BC) certificate at any of the authorized training centers across the Middle East and Africa.

To view the list of certified centers, visit our website: www.ibtamea.com

Training Program Contents

Unit 1: Introduction to Professional Communication

- Define professional communication
- Describe its foundations
- Identify potential communication barriers
- Suggest strategies to overcome these barriers
- Differentiate between verbal and non-verbal communication

Unit 2: Structuring Professional Communication

- Identify key requirements for effective communication
- Describe core components of message formation
- Understand the importance of audience analysis
- Structure a message in a standard format

Unit 3: Developing a Professional Writing Style

- Understand the role of written communication
- Identify the characteristics of effective writing
- Develop a professional and efficient writing style

Unit 4: Types of Professional Writing

- Recognize formats of letters and memos
- Write informative (positive) and persuasive messages
- Develop report-writing skills
- Follow electronic communication etiquette
- Understand rules for instant and text messaging

Unit 7: Professional Telephone Communication

- Understand the importance of professional phone behavior
- Practice polite call handling
- Manage difficult or impolite callers
- Screen calls effectively
- Learn the basics of making and receiving calls professionally

Unit 8: Non-Verbal Communication

- Explain the role of professional appearance
- Discuss non-verbal business communication methods
- Emphasize body language in communication
- Recognize how work environment choices enhance communication

Unit 9: Effective Presentation Skills

- Identify types of presentations
- Manage presentation anxiety
- Select appropriate attire for presentations
- Prepare thoroughly before presenting
- Use visual aids effectively
- Enhance presentation quality with technology
- Apply a presentation preparation checklist

Unit 10: Handling Conflicting Opinions in Professional Communication

- Describe how differing opinions affect communication
- Understand the role of values in agreement and conflict resolution
- Identify strategies for managing disagreement
- Choose appropriate techniques for given scenarios
- Emphasize active listening
- Recognize challenges of cross-cultural communication

Unit 5: Writing in Special Circumstances

- Master tactful writing techniques for delivering bad news
- Learn how to write persuasively

Unit 6: Enhancing Verbal Communication Skills

- Recommend effective verbal communication techniques
- Identify essential elements for verbal improvement
- Recognize different speaking styles
- Highlight key components of successful verbal interactions

Instructional Approach

- The course employs a highly interactive approach. A variety of methodologies will be used, including presentations, discussions, group work, video analysis, Q&A sessions, hands-on exercises, individual and group tasks, and simulations.