

**SHORT COURSE: PROFESSIONAL BUSINESS COMMUNICATION (PRBCO6)**  
**MODE OF DELIVERY: BLENDED****DESCRIPTION AND PROGRAMME PURPOSE**

Recognising communication as the hub around which all other organisational phenomena revolve, this course is designed to address the essential requirements for effective communication in diverse, dynamic organisations. Participants are exposed to the use of essential English language tools and techniques in a variety of professional business contexts. Participants develop usable knowledge and skills that enable effective communication in different modes and for various purposes.

**PROGRAMME OUTCOMES**

Upon successful completion of this course, the participants will be able to do the following in the context of the targeted organisation(s):

1. Demonstrate a critical understanding of the social context of business communication.
2. Communicate personal or team ideas and feelings efficiently and responsibly in various media and contexts.
3. Conceptualise, design and develop a broad range of widely applicable business documents.
4. Confidently develop and execute professional business presentations.

**PROGRAMME STRUCTURE**

The following topics constitute the core content of this course:

- Components of a communication system
- Contemporary issues in business communication
- Interpersonal communication skills
- Business writing skills
- Compiling business reports
- Business presentation skills.

## **DELIVERY AND PROGRAMME MANAGEMENT**

At least one week before the contact (or online live) sessions, delegates will have access to the online course environment, through which they will receive a general course orientation and study materials for some structured background reading. This is followed by three facilitated workshop sessions, plus an additional session for presentations and debriefing. The workshops are underpinned by experiential learning principles. Between the workshops, delegates will be supported via an online tutor and peer interactions. A concise report on current achievement and opportunities for further development is issued per delegate.

### **English proficiency**

Applicants are required to be proficient in English prior to admission to the course. Applicants whose first language is not English may be required to provide proof of proficiency.

## **ACCESS TO TECHNOLOGY**

Milpark provides students with materials, resources, formative assessments (including online tests and quizzes), discussion opportunities and a number of administrative services as part of the *myMilpark* and *myCourses* online tuition and support environments. Course materials direct students to additional external resources in the form of links to downloadable documents, websites and videos.

Having access to the above online facilities is essential for efficient communication, learning and success. You will need continuous (daily) access to study, using the resources mentioned above, and to submit and receive your assignments.

### **Minimum system requirements**

1. Reliable internet connection with continuous access
2. Chrome web browser/Firefox
3. Microsoft Word
4. The means to open and read PDF documents
5. The means to convert electronic files to PDF documents.
6. The means to scan and upload documents.
7. Email/cellphone for notification and communication.

## **STUDENT SUPPORT**

### **Library Access**

The Milpark Library provides access to e-books in a virtual library called Cyberlibris (Scholartext). Lecturers may create smart bookshelves per course or module for students to access (these shelves can contain prescribed and recommended books). Students can also create their own personal smart bookshelves containing resources for their studies. Having access to a digital library means that thousands of students can access books and resources from anywhere at the same time online. There is no need to make reservations and requests, and no

limit to the time a student has to access a book. With Cyberlibris, students also have access to full-text resources via ProQuest (global), Ebsco (global) and Sabinet (South African publications), to assist with research and to enrich their learning experience. Access to the Library is included in the module fee.

## Tutor

Comprehensive student support services are available. Students are provided with administrative support by Student Services. To assist with understanding content, students have access to tutors whom they can contact individually. Students who experience study and/or personal problems have access to a student counsellor. All support services are available to registered students via *myMilpark (myCourses)*.

## ASSESSMENT

Participants will be assessed through a portfolio of individual and group action learning-based activities. This will include a progressive integration of formative and summative assessment tasks.

## DURATION

This course will run over a period of six weeks. Four days of contact learning (or equivalent online learning) are required.

## CERTIFICATION

At the end of the course, candidates will be certified according to the following requirements:

**Certificate of attendance:** 85% attendance with meaningful participation.

**Certificate of competence:** A final mark of 50%, with a sub-minimum of 40% in the summative assessment. In addition, successful candidates receive a statement of results and may qualify for exemptions in line with the prevailing requirements.

## FURTHER STUDIES

Students who have successfully completed this short course certificate may articulate onto other short courses. Students may at any time apply for admission to any of Milpark's further or higher education qualifications, where they may be admitted subject to the admission requirements of each qualification.

## PRICING

**Course fee: R5 200.00**

This includes tuition, study material and access to the online support (including library services) for the duration of the course and one cycle of assessments.

## FURTHER INFORMATION

For client-specific queries, please contact: [corptraining@milpark.ac.za](mailto:corptraining@milpark.ac.za)

## DISCLAIMER

The content of this brochure is accurate at the time of going to print. Milpark Education reserves the right to change the course content due to changes in legislation, market requirements and other reasons. Notice of such changes will be published on our website.

**WEBSITE:** [www.milpark.ac.za](http://www.milpark.ac.za)

**EMAIL:** [info@milpark.ac.za](mailto:info@milpark.ac.za)

**JOHANNESBURG CAMPUS:** Tel: (011) 718-4000 Fax: (011) 482-1814

Cnr Main Road and Landau Terrace, Melville Ext 2

P O Box 91714, Auckland Park, 2006

Email: [studentservices@milpark.ac.za](mailto:studentservices@milpark.ac.za)

Website: [www.milpark.ac.za](http://www.milpark.ac.za)

**CAPE TOWN CAMPUS:** Tel: (021) 673-9100

**STUDENT SERVICES:** 086 999 0001

[studentservices@milpark.ac.za](mailto:studentservices@milpark.ac.za) (Students wanting to register)

[support@milpark.ac.za](mailto:support@milpark.ac.za) (Admin/support related queries)