

**Basic Certificate Course in Essential Business Communication for
Entrepreneurs**

1	Syllabus	<ul style="list-style-type: none">• Introduction• Dynamics of Business Communication• Improving Communication Skills• Negotiation Skills• Writing Business Plans
2	Total Marks	300
3	No of Papers	3
4	Nature of Papers	Theory Papers – 2 Practical Paper – 1
5	Theory Marks	200 Marks
6	Practical	100 Marks
7	No of Hours	45
8	Passing Marks	Min – 40 per Paper
9	Fees:	Rs. 5000/-
10	Duration :	3 Months
11	Minimum Eligibility	12 th Pass

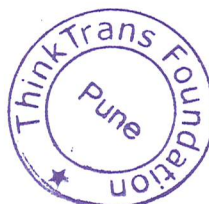
Objectives of the Course: Communication is the key to any successful transaction, be it social, financial or a business. A majority of successful businessmen do attribute their business successes to their ability to “convince” either their customers, shareholders, financiers or the fellow businessmen. Communication is hallmark of a quintessential businessman. In this course, we plan to hone those skills of the prospective businessmen.

Key Highlights of the course:

1. Effective Business communication
2. Get aware of different types of communications
3. Understanding Business negotiations

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Director