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| IMIcambridge logo |

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| ***"Talkers have always ruled. They will continue to rule. The SMART thing is to join them."*** |

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| **Cambridge International Certificate****in Effective Business Communication****November 29th, 2012** |

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| ***Overview:*****Business communication is any communication used to build partnerships, intellectual resources, to promote an idea, a product, service, or an organization - with the objective of creating value for your business. Business Communication also encompasses a huge body of knowledge both internal and external for your business.** |

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| **Certificate Duration:*** **Certificate is delivered over a period of 24 Teaching Hours**
* **Semester duration is 8 weeks**
* **Classes are offered in the afternoons from 6:00 p.m. 9:00 p.m.**
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| CIC Communication**Certificate Content:*** **Understand and assess the business communication process**
* **Produce and evaluate effective written business documentation**
* **Appraise the characteristics of effective group communication**
* **Evaluate interview procedures for effective communication**
* **Identify, evaluate and apply the use of visual aids in business communications.**
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| **Fees:   2750 L.E.** group discount |

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| **Contact us:****35A, Saray Al Maadi Tower, Cornich El Nil, Maadi, Cairo, Egypt****Tel: 2528 6837            Fax: 2528 6836****E-mail: info****@imiegypt.com** |

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