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| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  | | --- | | IMIcambridge logo |      |  | | --- | | ***"Talkers have always ruled. They will continue to rule. The SMART thing is to join them."*** |  |  | | --- | | comm. header |  |  | | --- | |  |  |  | | --- | | **Cambridge International Certificate**  **in Effective Business Communication**  **November 29th, 2012** | | |  | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  | | --- | | ***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.** |  |  | | --- | |  |      |  | | --- | | **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.** |  |  | | --- | |  | | |  | | --- | | **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.** |  |  | | --- | |  |      |  | | --- | | **Fees:   2750 L.E.** |  |  | | --- | |  | | | | |  | | --- | | **Contact us:**  **35A, Saray Al Maadi Tower, Cornich El Nil, Maadi, Cairo, Egypt**  **Tel: 2528 6837            Fax: 2528 6836**  **E-mail: info**[**@imiegypt.com**](mailto:public-courses@imiegypt.com) | | |  | |  | |