

Learning outcomes / take away

After studying this course, you should be able to:

- Understanding the dynamics of corporate communication in various organizational contexts.
- Proficiency in implementing the RACI matrix for clarifying roles and responsibilities in projects and teams.
- Improved email writing skills for effective and professional communication.
- Application of business communication techniques to interact with stakeholders and colleagues successfully.
- Awareness of ethical considerations in corporate communication and crisis management.

Web module

Module	Takeaways	Key Exercise
Module 1: Introduction to Corporate Communication & RACI Matrix	Understanding corporate Communication Implication of RACI Matrix in Communication	Peer Discussion Case Study & Peer feedback
Module 2: Business Presentation, Debate and discussion & Meeting in English	Enhanced ability to deliver compelling and impactful business presentations in English Proficiency in engaging in debates and discussions on various business topics	Simulation on situation Peer Discussion Case Study & Peer feedback
Module 3: All kind of Business correspondence including Email writing	Enhanced understanding of different writing styles and techniques, enabling participants to tailor their business correspondence	Hands of Practice Peer Discussion Case Study & Peer feedback