



Standards+Training+Consultancy

BUSINESS AND PROFESSIONAL ENGLISH

OBJECTIVES

- To understand the qualities of good written communication in business
- To use the appropriate type of document to deliver your written message - letters, memos, reports, etc.
- To avoid errors in usage, grammar and punctuation
- Expected outcome - Participants shall be able to produce documents which are structured and presentable while being able to communicate cleanly and concisely in plain English.

METHODOLOGY:

- Visual 50 % Power Point Slides, Note Printouts
- Auditory 15 % Video Clips, Activity Observation
- Kinesthetic 35 % Role-play & Indoor Activities

Who Should Attend This Training?

- Executives
- Administrative staff
- Those who intend to enhance their English communication skills

PROGRAM HIGHLIGHT

This course is designed to meet the needs of any organisation seeking to optimise their ability to communicate professionally within an international environment. Combining flexibility with a personalised approach, this course will assist participants with the language and communication skills necessary to ensure participants are able to relay their message and ideas effectively and with a desired impact.

This course also provides participants with the ability to follow a process in writing texts required for business. It is intended to promote clear communication and to improve the quality of written documents specific to their business.

SHAH ALAM
SELANGOR

COURSE OUTLINE

Module 1 : Grammar & Good Sentence Construction

- Parts of Speech - Nouns and Verbs
- Tenses
- Active versus Passive Sentences
- Why Punctuate?
- Use Adjectives Sparingly
- Misplaced Words

Module 2 : Positive Language and Phrases

- Phrases to Avoid
- Eliminate Unnecessary Words
- Use Familiar Words
- Avoid Clichés

Module 3 : Communication Style

- General Business Terminology
- How People Hear and Speak
- The Malaysian Way versus the English Way
- Reading between the Lines
- What Your Boss/Client Might Really Be Thinking and Saying
- Pronunciation

Module 4 : Telephone Conversations

- Handling Phone Calls in a Professional Manner
- Handling Difficult Phone Calls
- Following Up
- Avoiding Miscommunication

Module 5 : Writing Skills

- Writing Professional Emails, Memos & Letters
- Meeting Terminology
- Writing Effective Reports
- Avoiding Weakening Verbs
- Structure and Style

Module 6 : Selling Your Ideas

- How to Get Your Point Across
- How to Communicate with Your Superior
- How to Impress Customers
- Meeting Skills
- Project a Positive Image

REGISTRATION

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FEES

RM1500/ PAX

**excluding 6% SST*

(Discount: 3 or 4 pax - 5% /
5 pax and above - 10%)





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MANAGEMENT AND SOFT SKILLS TRAINING BUSINESS AND PROFESSIONAL ENGLISH

26-27 February 2020 16-17 November 2020

Shah Alam, Selangor

REGISTRATION FORM

Contact Person			
Company Name			
Company Registration No.			
Address			
E-mail			
Contact No.	HP:	Office:	Fax:

Please tick for organisation type:

Local company	Individual	SME	MNC
Organisation/ Association	Company registered under state agency	Government	Others (organisation / societies / international)
GLC	Foreign company	Koperasi	Professional & technical services

Please tick to indicate the nature of your business :

Aerospace	Agricultural	Automotive	Building/Construction	Chemical	Communication
Defence	Distribution	Education and Industrial Training Services	Electrical and Electronics	Environment	Financial/Banking
Food and Beverages	Green Technology	Health Related & Social Services	Tourism & Related Travel	Information Technology	Machinery and Equipment
Medical Devices	Nuclear Fuel Industry	Oil and Gas	Plastics and Rubber Products	Pharmaceuticals	Power Plant Industry
Publishing/Broadcast	Research and Development	Shipbuilding	Textile/Clothing	Timber And Wood	Transport
Water Supply Industry	Others (Please specify):				

PARTICIPANT

No.	Name	Position	Email	Mobile No.
1.				
2.				
3.				
4.				
5.				

Signature :

Date :

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Stamp :



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