

BUSINESS COMMUNICATION CERTIFICATE

Program Description

In any field, success depends on being able to communicate complex ideas with both nuance and depth. In this certificate program, you will master the skills to communicate your ideas for maximum impact through professional presentations, reports, and impromptu conversations. By strengthening your approach to written and oral communications, investigating your audience and situational context, and defining your communication goals, you will learn to employ the ideal communication method for each unique business situation you encounter. Throughout this program, you will be given the opportunity to put your coursework to the test as you practice writing emails, reports, and presentations, while also honing the skills often perceived as most difficult: speaking in front of an audience, engaging listeners, and persuading others to support your initiatives. By the end of this program, you will have put powerful best practices to work for you on some of the most critical — and difficult — challenges of effective communication.

Key Takeaways

- Effectively communicate your ideas through professional presentations and slide decks
- Adapt your written communication to achieve your goals in complex and challenging professional situations
- Convey ideas clearly and persuasively to get results from writing
- Powerfully and succinctly deliver a specific message in both scripted and unscripted settings to gain influence in the workplace
- Communicate efficiently and empathetically with different cultures in the workplace
- Recognize challenges and differences between communicating virtually vs in-person

What You'll Earn

- Business Communication Certificate from Cornell SC Johnson College of Business
- 60 Professional Development Hours (6.0 CEUs)
- 0-10 Professional Development Units (PDUs) toward PMI recertification
- 0-10 Professional Development Credits (PDCs) toward SHRM-CP and SHRM-SCP recertification
- 0-10 Credit hours towards HRCI recertification

Who Should Enroll

- Individual contributors
- Managers
- Executives
- Communications professionals
- Entrepreneurs

Total Investment

- 3 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit Business Communication Certificate (<https://ecornell.cornell.edu/certificates/financial-management/business-communication/>).

Code	Title	Hours
Core Courses		
eCornell LSM701	Building Compelling Slide Decks and Reports	0
eCornell LSM704	Persuasive Writing	0
eCornell LSM702	Business Writing Fundamentals	0
eCornell LSM706	Cross-Cultural Communication	0
Elective Courses		
Select two of the following:		
eCornell LSM58	Planning and Delivering Effective Presentations	
eCornell LSM703	Advanced Business Writing	
eCornell LSM707	Impactful Unscripted Communication	
eCornell LSM710	Virtual Communication	
eCornell JCB42	Persuasion	