

COMMUNICATION SKILLS FOR THE CORPORATE WORLD

INTRODUCTION

Although commonly regarded as a 'soft skill', and therefore of lesser importance, good communication skills can be a determining factor in the success or failure of an organisation. The ability of team members to communicate well, will help to ensure that the members of the organisation work as a team in order to achieve the desired goals and objectives. In this course we will identify some of the barriers to effective communication, how to deal with them, and understand the role of effective communication in the attainment of the Company's objectives.

OBJECTIVES

1. To understand the role of effective communication in the attainment of the objectives of an organisation.
2. To learn the theory and practice of effective communication.
3. To provide examples of different settings in which good communication skills would provide a difference to a company's performance.

METHODOLOGY

Lectures facilitated by PowerPoint presentation and discussion using case studies.

PROGRAMME

1. The importance of communication skills in an organisation; why communication matters.
2. Treating the communication process not simply as a process of information transfer/flow, but as a process of human persuasion.
3. Identifying barriers to effective communication.
4. Communication skills and group dynamics; building teamwork through the communication process.
5. Communication skills in meetings, group discussions and brainstorming sessions.
6. Communication in some typical settings: the interview, telephone conversations, introductions.

WHO SHOULD ATTEND

Companies Directors, Company Secretaries, Academicians and Key Personnel in Companies.

PRESENTER'S PROFILE



PROF. DR. MOHD HAZIM SHAH ABDUL MURAD
PhD, History and Philosophy of Science, University of Pittsburgh

Dr. MOHD HAZIM SHAH holds a Bachelor's degree in Liberal Studies in Science from Manchester University, England, a Master's degree in Philosophy from the London School of Economics, and a PhD in the History and Philosophy of Science from the University of Pittsburgh, U.S.A. In 1993 he was a Visiting Research Fellow at the Department of History & Philosophy of Science, University of Melbourne, Australia, and spent time as a Visiting Scholar at the Department of History and Philosophy of Science, University of Cambridge, in 2008.

He was formerly a Professor at the Department of Science & Technology Studies, University of Malaya, where he served as Head of Department from April 2001 to August 2007. After his retirement in May 2015, he served as a Senior Research Fellow in the same department until May 2016.

Prior to his retirement, he has also served as the Deputy Director of the International Institute of Public Policy and Management, University of Malaya from June 2013 to May 2015. He was the President of the Malaysian Social Science Association from 2010 until 2014. He has published several edited books and articles in local and international journals on a variety of subjects.

REGISTRATION FORM

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DATES (PLEASE TICK PREFERRED DATE)	<input type="checkbox"/> 08 August 2017 (Tuesday) <input type="checkbox"/> 24 October 2017 (Tuesday) <input type="checkbox"/> 06 December 2017 (Wednesday)	4 CEP HOURS
DURATION	Half-day (0900 – 1300 hours)	
VENUE	Seri Pacific Hotel Kuala Lumpur	
FEE	RM932.80 per participant (inclusive of 6% GST)	
PAYMENT	Cheque is made payable to BURSATRA SDN. BHD.	
CANCELLATION	Cancellation must be received in writing one (1) week before the seminar. Full amount of the registration fee is chargeable for non-attendance; however, replacement of participant is accepted.	
TO REGISTER	Please Call 03-7954 8002 / 03-7958 8001 or Fax Registration Form to: 03-7954 8001 or e-mail to: sophiah@bursatra.com.my	

Details:

Name of Participant : _____

Designation : _____

NRIC / Passport # : _____

Name of Company : _____

Address of Company : _____

Contact Person & Designation : _____

Tel.# : _____

Fax # : _____

E-mail : _____

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