

Certificate Modules

Overview

The Certificate of Business Professional (CBP) programme develops six core-competencies for middle-level business professionals. Completion of all six modules in CBP establishes a broad-based foundation for entrepreneurs who are looking to start their own business or business professionals who are preparing for positions of responsibility in larger organisations.

Leadership

The Leadership module equips the business professional with the skills and characteristics required for effective leadership. Effective leadership skills are in demand in every aspect of business and are recognized as an indispensable element for corporate success.

The Leadership module covers all of the essentials of today's leaders. This is a hands-on and interactive module that uses real life scenarios to develop practical leadership skills.

Sales

The Sales module lays the foundation for professional selling by developing the selling process using effective sales methodologies. You will learn the skills and tactics of the leading sales professionals and take part in interactive scenarios to master those skills.

The Sales module covers all the major sales stages and teaches the best practices in the sales industry.

Training the Trainer

The Training the Trainer module provides a range of instructional methods needed to develop the skill sets of others. You will learn and practice the techniques needed for training development and successful on-the-job training. This module covers all elements of facilitating an engaging learning experience.

Business Communication

The Business Communication module equips the business professional with the best communication practices and develops business communication as a discipline.

The Business Communication module explores the study of the process of communication in the business environment, allowing us to understand how to make better choices in our day to day communication.

Customer Service

The Customer Service module provides the foundation for quality customer service and focuses on building life-long customer relationships by developing effective customer-care strategies. The Customer Service module provides guidelines for emerging technologies such as Social Media. Additionally, this module uses various hands-on and interactive scenarios to develop the foundation customer care skills needed to provide service excellence.

Project Management

The Project Management module equips the business professional with leading methodologies and practices in the project management field. Project management is a requirement for professionals in many fields, with many employers now identifying project management skills as vital for corporate success.

Whether you are a business executive or an information technology professional, this module will enable you to advance your career and develop your professional skills.

Specialised Short Courses

Upselling

This workshop will give participants the practical skills needed to upsell with confidence. In addition, participants will be provided with instructions to create their own policies and procedures to train their staff to upsell successfully.

Guest Engagement

This workshop equips participants with the skills to handle a variety of interactions. This training covers starting and ending conversations in a professional manner as well as identifying small talk topics. It helps build confidence when speaking to customers and creates memorable customer service experiences.

Social Media for Business

This course is for business owners, managers, and sales and marketing professionals who would like to deepen their understanding of Social Media and apply these learning's to their business. Reach out to new potential customers with engaging contests, promotions, and advertisements. Have an ongoing conversation with current clients to keep them loyal to your business. Increase your brand awareness and grow your business!

Business Email Writing

This course aims to help you develop the skills and language you need to write effective business emails in English. This course is designed for learners of Business English at pre-intermediate and intermediate level. This course is for business professionals who would like to develop their English email writing skills.

Time Management

This workshop aims to help busy professionals plan and prioritize each day's activities in a more efficient, and productive manner. Participants will improve their overall productivity by learning to focus on the important tasks to reach their goals. Students will delegate unimportant tasks and reduce their stress by managing their time properly.

English for Business

Business Conversation

A course in business conversation is the ideal course if you want to listen more attentively, speak more confidently, and communicate more clearly in English.

During this class, participants will become more familiar with business language and vocabulary, polite body language, as well as welcoming and engaging customers.

Discuss world news, global concerns, and many other interesting topics with our international English teachers and your classmates.

Business Writing

A course in business writing aims to provide participants with the tools that are required to be successful in written English communication.

Participants will have the ability to recognize and produce various text types in a confident and professional manner, with the goal of the course to increase participant's confidence in their written English.

Our facilitator works closely with each participant, monitoring progress in reading, evaluating and commenting on practice writing activities, and coaching participants through the learned skills.

Team Building

Our teambuilding programme is designed to foster team bonding through rigorous but fun activities. We believe that combining fun activities with work facilitates the most effective teamwork at work.

All of our activities aim to help your team build genuine, collaborative relationships. With these bonds in place, teams are more effective and productive.

SHINE specializes in building custom teambuilding programmes for our hospitality partners who are hosting a corporate gathering.