Level 2: Effective Business Communication in Bahasa Melayu

6 & 7 December 2021

Programme Overview

This intensive 2-day programme is designed for participants to develop their communication and writing skills in the Malay language in a business and entrepreneurship setting.

In an era of globalisation full of uncertainty and competition, good and effective communication is a valuable skill for the productivity and development of individuals and organisations. Communication is particularly relevant in entrepreneurship and business where all matters usually require a communication process involving the exchange of facts, ideas, opinions or emotions by two or more communicators.

Programme Overview

Employees require effective written communication to articulate and present their opinions, proposals, instructions, reports and suggestions to achieve organisational objectives.

This programme will focus on practical written communication skills based on the MIB philosophy taking into account the global context of entrepreneurship/ business.

Programme Objectives

By the end of the programme, participants will be able to:

- Demonstrate the principles of effective communication especially in terms of clarity, accuracy, cohesiveness and polite manner;
- Demonstrate the basic structure of an agenda, email and memo of business correspondence, business proposal, and business report;
- Develop intermediate concepts in the construction of sentences and paragraphs;
- Develop the best format for an agenda, email and memo of business correspondence, business proposal, and business report;
- Apply the proper use and appropriate titles (terasul) for the targeted individual; and
- Distinguish common misspellings and grammatical issues in business writing.

Methodology

- Interactive Lectures
- Group Work
- Individual Work
- Provide opportunities to apply and practice the skills

Programme Outcome

The client can expect the following outcomes:

1. Increased ability and confidence when communicating officially in the Malay language.
2. A meaningful learning experience with an experienced and dedicated lecturer.

Programme Outline

Module 1:	• Review the value and impact of business writing skills in professional environments
Module 2:	• Effective writing of business proposals, reports and appeals
Module 3:	• Style and language choice in Entrepreneurial Communication
Module 4:	• Documenting formal and informal written communication, including social media

Programme Leader

DYG HJH ZURINAH BINTI HJ YA'AKUB

Malay Language Lecturer, UBD

Hajah Zurinah has at least 10 years of teaching experience in the Malay Language and communication skills area. She is a UBD graduate with a Bachelor of Arts in Malay Language and linguistics qualifications and graduated from the University of New South Wales in Sydney, Australia with a Masters in Applied Linguistics. She has the ability to understand the structure of the Malay language and the English language, making herself an effective bilingual communicator. In her career at UBD, she has taught modules such as Kemahiran Komunikasi Strategik (Strategic Communication Skills) to local students and assisted them in developing and enhancing their skills in effective communication.

Level 2: Effective Business Communication in Bahasa Melayu

6 & 7 December 2021

www.bilif.com.bn
askSEED@bilif.com.bn
+ 673 827 1140

CATEGORIES	STAKEHOLDER	NON-STAKEHOLDER
NORMAL PRICE	☐ $ 450.00	☐ $ 550.00

Stakeholders are participants from MOFE, BDCB and all domestic banks in Brunei Darussalam.

TERMS AND CONDITIONS

- Participants must complete all scheduled sessions and activities for them to receive the certificate of attendance/completion.
- Payment must be made upon receipt of invoice issued by BILIF.
- BILIF reserves the right to amend, change or cancel the programme at any given time. We will immediately notify participants and organisations if any such changes are to be made.
- By signing this form, you hereby agree to the terms and conditions.

CANCELLATION POLICY

- All cancellation must be submitted to BILIF in writing either by letter or email.
- Any cancellation received 30 days or more prior to the training date will incur a cancellation fee of 10% of the programme fee.
- Cancellation received 8 - 14 days to the training date will incure a cancellation fee of 50% of the programme fee.
- Cancellation of registrations received 7 days or less from the date of training or if the delegate fails to attend the training, he/she will be considered as 'no show' and is subjected to 100% of the programme fee.
- BILIF welcomes and accepts replacement of participants a day before the training commences.

Please complete this form.

Name:		IC Number:	
Position:		Department:	
Email:		Phone:	

Name:		IC Number:	
Position:		Department:	
Email:		Phone:	

Name:		IC Number:	
Position:		Department:	
Email:		Phone:	

APPROVING OFFICER

Name:		Email:	
Position:		Department:	

Signature and Company's Stamp

Please email your completed form to registration@bilif.com.bn by 9 November 2021