

Education Partnerships UK (EPUK) International Short Courses

Business

BERI is the exclusive partner of EPUK

Business Letter Writing Certification (0.75 hours video learning)

This course on Illustrator covers the following topics:

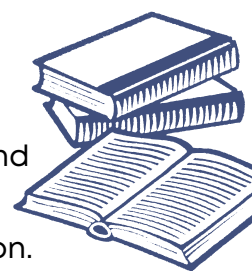
- How to use the correct tone and voice in your letter.
- The most effective grammatical tools for business letter writing.
- How to remain focused and specific in your writing.
- The correct structure of formal business letters, as well as application and cover letters.



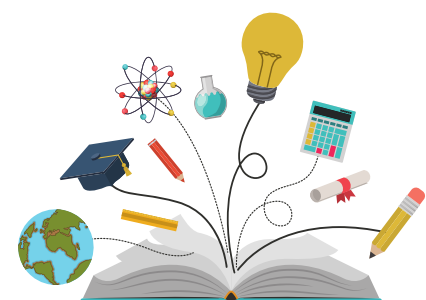
Business Plan Writing Certification (4 hours video learning)

This course covers the following topics:

- Why you need a business plan and when you should have one ready.
- The important information that a business plan should include.
- How to identify and reach out to your niche market.
- How to choose the best streams of revenue for your business.
- How to develop a strong founding team for your business.
- Understanding SWOT analysis and competition in your business.
- How to include financials in the business plan like revenue, projects, profits, losses etc.
- How to understand the economics surrounding your business and product and determining the correct pricing.
- How to use pricing to calculate your profit margins, breakeven point and so on.
- Determining equity, liability, assets of your business and including a balance sheet.



The course also includes several well-designed exercises to help you practise creating a solid business plan for your product or service.



Business Report Writing Certification (3 hours video learning)

This course covers the following topics:

- ☛ What business reports are used for and why they are important.
- ☛ The importance of a business report plan.
- ☛ How to structure a business report.
- ☛ How to write a business report.
- ☛ Common mistakes and what to avoid when writing a business report.



Communication Skills (10 hours online learning)

This course covers the following topics:

- ☛ What high impact communication is and how to use it for maximum business success.
- ☛ A guide to understanding your own communication style and tips on how to make positive changes to it.
- ☛ How to use good communication skills in the workplace, in order to make positive impressions, create good professional relationships and make an impact across different levels of the organisation.
- ☛ The importance of first impressions and how to use communication skills, in order to facilitate good relationships and quickly and easily build rapport and trust.
- ☛ Some of the barriers to good communication and how to get around them.
- ☛ Why body language is so important, when effectively communicating, and practical guidance on how to use body language to maximum effect, in both the workplace and in personal situations.
- ☛ How to use active listening techniques, in order to develop empathy and an understanding of other people's perspectives.
- ☛ Ways in which to deal with negative behaviours in a positive manner and quickly turn around difficult situations.
- ☛ Ways in which to elicit both positive and negative feedback and how to use feedback, for continuous improvement.



Data Analysis Certification (0.75 hours video learning)

This course covers the following topics:

- ☛ The definitions of data and analysis within a business context.
- ☛ The seven steps that are involved in the data collection/analysis process.
- ☛ The importance of hiring a highly skilled and qualified team.
- ☛ The top three tips for working with business data.
- ☛ How to effectively use Microsoft Excel for analysis purposes?

Introduction to Link Building for SEO Certification (0.75 hours video learning)

This course covers the following topics:

- ☛ The full definition of and background to link building for SEO.
- ☛ The different link building options and how to choose the right one.
- ☛ How to optimise your link building through research and analysis.
- ☛ Practical link building strategies you can apply immediately.

Developing Employees Certification (2.5 hours video learning)

This course covers the following topics:

- ☛ The difference between training and development in a workplace context.
- ☛ Your legal obligations as an employer when it comes to continuous development.
- ☛ How to develop learning objectives for your course.
- ☛ The reasons why you should conduct reviews of your programmes.
- ☛ How often to re-evaluate these programs.



Email Etiquette Certification (0.75 hours video learning)

This course covers the following topics:

- ☛ What email etiquette is?
- ☛ How to handle tone and language in email messages.
- ☛ How to write appropriate subject lines, salutations and closings.
- ☛ When to Cc and Bcc recipients into an email conversation.
- ☛ General tips on constructing an efficient and professional email.



General Data Protection Regulation (GDPR) Certification (3 hours video learning)

This course covers the following topics:

- ☛ What the GDPR is, why it was introduced, when it came into effect, its relationship to previous legislation and who must comply with the new rules.
- ☛ The principles underlying the GDPR, the bases on which an organisation is permitted to collect and process data and how the GDPR makes provision for the
- ☛ handling of highly sensitive personal information.
The rights granted to individuals under the GDPR and what this means for organisations who collect and process data.

GDPR in The Workplace Certification (2 hours video learning)

This course covers the following topics:

- ☛ Benefits of Good Data Safety
- ☛ Rights and Conditions
- ☛ The Data Protection Act
- ☛ Data Sharing and Security
- ☛ Creating a Data Protection Policy
- ☛ Putting it into Practice
- ☛ Handling the Requests for Personal Data

