

BUSINESS WRITING SKILLS COURSE-

YOUR WRITING FITNESS

Date	Course Length	No. of session	Venue
22 Jan, 2020	Day (9am-5pm)	1 Day	
Payment	Last of Registration	Contact	Early bird discount

■ Why this course?

This course is for better business correspondence and presentation.

This course will elaborate the business writing essentials for clear & effective communication.

This course is for developing writing skills that project a positive and professional image to Clients and Colleague.

This course will enhance your writing fitness to excel in the competitive business career.

■ Outcomes:

In this course participants will:

gain a better understanding of common grammar issues in business writing

review basic concepts in sentence formation and paragraph construction

learn to email professionally and effectively

learn how to write business letters, reports, proposals and e-mails

learn the form of writing - formal, standard and informal

be able to write winning proposals

gain more confidence at work

avoiding grammar gaffes

Who should attend /Ideal for:

Methodology:

Powerpoint presentation, lecture, exercise, handbook

Award/ Certification:

Course Contents:

Session 1: Introduction

1. What is business writing and its Importance
2. Know why you are writing
3. Understand your readers
4. Writing process and stages

Session 2: Developing writing skills

5. Learning the basics of grammar
6. Keeping Clarity
7. Summarizing correctly
8. Minimizing using of words
9. Avoiding biz-speak, ad-speak
10. Using chronology
11. Maintaining continuity of sentence
12. Holding readers' attention
13. Setting right tone in writing
14. Proofreading and finishing
16. Tips for better writing

Session 3: Forms of business writing and way of writing

17. E-mails
18. Business letters
19. Memos and Reports
20. Business Proposal
21. Meeting agenda and minutes
22. Visual design

Session 4: Correct and Good Usage of words

Session 5: Writing CV and Cover Letter

Session 6: Self-test