

Business Writing Skills

Module 1 – Introduction to Business Writing

- Fluency of thoughts and ideas
- Mind Mapping
- Associating similar and opposite ideas
- Translate thoughts into words
- Practice Assignment (Pre-work)

Module 2 – Elements of Business Writing

- Global Business Writing Formats
- Statement of Purpose
- Indentation and Formatting
- Presentation
- Conciseness in Writing
- Practice Assignment & Feedback

Module 3 – Grammar & Punctuation

- Common Grammatical Errors
- Archived English
- Redundant Phrases
- Punctuation and Tone
- Clichés and how to avoid them
- Practice Activities & Feedback

Module 4 – Purposes of Business Correspondence

- Introduction | Defining the Purpose
- Requesting
- Placing Orders / Consignments
- Letters of Acknowledgement
- Congratulatory / Expressing Gratitude
- Conveying Bad News

Module 5 – Effective Business Writing

- Introduction to the 5 C Principles
- Clarity and Conciseness
- Complete and Correct
- Courtesy | Using a professional tone
- Self-Assessment

Module 6 – Types of Business Letters

- Business Letters
- Memorandums
- Business Emails
- Faxes
- Practice Exercises & Feedback

Module 7 – Writing Templates

- Business Letter Template
- Business Report Template
- Proposals and Executive Summary
- Minutes of the Meeting
- Worksheets and Practice

Module 8 – Advanced Business Writing

- Rewrite a Poorly Written Message
- Respond to Written Complaint
- The Golden Art of Writing a CV
- Drafting the Perfect Job Advertisement
- Cross-cultural Communication on Email/Chat
- Summary & Feedback