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COMMITTED TO SKILLS DEVELOPMENT IN THE ICT SECTOR
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Effective Business Writing

Publisher: CourseILT

Code: 0619148217

ISBN: 0619148217

Version: 1

Course Length: 1 day (6 hours)

Audience: Students interested in learning business writing skills

Prerequisites: None

What's in Effective Business Writing:

This trainer-friendly learning guide provides the perfect solution for a one-day training course. Designed for quick scanning in the classroom, and filled with interactive exercises, these open, modular guides virtually guarantee success for your instructors.

Topic-Level Outline

Unit 1 : Writing skills

*Topic A: * Basic writing skills*

- A-1: Discussing basic writing skills
- A-2: Discussing the writing process

*Topic B: * Effective sentences and paragraphs*

- B-1: Choosing the right words
- B-2: Discussing sentences
- B-3: Identifying the components of effective paragraphs

Unit 2 : Writing specific messages

*Topic A: * Business letters and reports*

- A-1: Discussing business letters and reports
- A-2: Writing brief messages

*Topic B: * Writing opinionated messages*

- B-1: Discussing apology letters
- B-2: Discussing complaint letters
- B-3: Discussing persuasive messages

Unit 3 : Understanding proposals

*Topic A: * Proposals*

- A-1: Discussing proposal types

*Topic B: * Client-focused proposals*

- B-1: Knowing your client
- B-2: Identifying effective writing for proposals

Unit 4 : Letter proposals

*Topic A: * Writing a letter proposal*

- A-1: Writing an opening
- A-2: Writing the body
- A-3: Writing a closing

*Topic B: * Visually appealing proposals*

- B-1: Making an appealing proposal

Unit 5 : Formal proposals

*Topic A: * Structuring formal proposals*

- A-1: Structuring a cover letter
- A-2: Formatting a title page
- A-3: Creating a table of contents
- A-4: Writing executive summary
- A-5: Structuring the body
- A-6: Discussing the appendix

*Topic B: * Visual elements and editing*

- B-1: Using visual elements