

BUSINESS WRITING SKILLS - ADVANCED

UNIT STANDARD/S:	119472/110000 (Written Communication Skills). NQF Level 4-5; Credits 10-20.
DURATION/S:	2 Days
ORGANISATIONAL DEVELOPMENT AREA:	Business professionals required to refine their written business skills.

SYNOPSIS

This course is designed to enhance design, create and establish tools and techniques that will help obtain a deeper learning, understanding, and comprehension of specific business writing skills. It will also provide an opportunity to improve communication skills and deepen the learning about participatory methods.

COURSE OUTLINE

- **Effective business writing skills:**
 - Basic writing skills;
 - Understanding the purpose;
 - Audiences and what to convey;
 - Formatting text so it is more understandable;
 - Layout and writing of business specifications documents;
 - Layout and writing of strategy documents;
 - Expressing Technical jargon and terms into understandable English;
 - Less is more;
 - Writing under pressure;
 - Proofreading;
 - Editing tips and tools;
 - General strategies to writing business documents;
 - Personalise proofreading;
 - Finding common errors;
 - Guidelines for proofreading a document;
 - Revising for consistency;
- **Synergistic process:**
 - Steps in looking for and forming a process;
 - Steps for gathering information;
 - Strategies for effective planning;
 - Steps for preparing to write.
- **Report writing:**
 - How to write a report;
 - Different types of business reports;
 - Presentation of the report;
 - Common problems.

- **Writing Business Correspondence:**
 - Writing Business Letters;
 - Parts of a Business Letter;
 - Types of Business Letters;
 - Five Secrets to effective business letters;
 - Writing Business Proposals;
 - Further guidelines for email conversations;
 - E-mail Netiquette.

COURSE OUTCOMES

Upon successful completion of this course, learners will be able to:

- Understand concepts of communication, and report-writing.
- Apply effective written communication techniques especially for problem-solving and report-writing;
- Demonstrate an understanding of paragraph writing;
- Identify the different methods of planning;
- Recognise the value of good written communication;
- Understand how to write and proofread your work so that it is clear, concise, complete and correct;
- Apply effective proofreading and formatting techniques.
- To understand and apply techniques for constructing and writing general communications, reports, business and strategy document, with special emphasis on the identification, solution and management of problems.