

BUSINESS WRITING SKILLS - I

Unit Standard	119472
NQF	Level 3
Credits	Varied – depending on need
Duration	2 Day (Dependent on client needs can be trained in 1 day)
Organisational Development Area	All employees required to write business letters, reports, proposals, memo's, e-mails and faxes

SYNOPSIS

"All employees are herewith instructed to return the appropriate designated contracts to the undersigned."

Sentences like these are often found throughout e-mails, business reports, and memos. Meaning is lost, and often the reader gets lost on the way, too. Writing is an important part of business, yet proper help and guidance is often not available. Confused and unclear writing creates barriers and tension. Employees who need to polish up on their grammar tend to use overly formal phrases which leave the reader feeling intimidated, negative, annoyed or confused.

Business writing skills are vital in any working environment. This course is designed to achieve optimum communication through the effective use of the written word. Starting with skills used in compelling language, learners will progress to producing a range of business documents by following useful steps and using specific guidelines.

Business Writing Skills provides learners with the opportunity to apply their skills practically in a simulated business environment.

COURSE OUTLINE

- What is business writing and why is it important to write a good document?
- The Four C's (clear, concise, complete and correct);
- Writing clearly;
- Concise writing;
- Writing to complete a well constructed document;
- Eliminating common writing mistakes;
 - Grammar;
 - Correct word usage;
 - Parallelisms;
 - Punctuation;
 - Sentences and sentence types;
 - Paragraph construction;
- Email netiquette;
 - How to write an effective email;
 - Correct format for an email;
 - Eliminating uncertainties when writing emails;
 - Salutations for emails;
 - The do's and don'ts of proper email netiquette;
- Proofreading documents;
 - Tips and Tools ;
 - The process of proofreading defined.

COURSE OUTCOMES

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

- Value the power of written communication in business in order to use it effectively;
- Explain the purpose of a wide range of business correspondence, including but not limited to; letters, reports, proposals, processes, e-mails, faxes, memos and training documents;
- Identify four intentions of any message;
- Use language in order to communicate clearly, concisely, courteously, completely and correctly;
- Explain the value of effective business writing;
- Explore the consequences of poor written communication;
- Follow different procedures for writing letters, reports, proposals, processes and e-mails;
- Select the most appropriate type of correspondence given a series of scenarios;
- Produce at least three templates for the type of correspondence that the learner uses mostly; e.g letter, proposal, report, etc.