

BUSINESS WRITING SKILLS - II

Unit Standard	119472
NQF	Level 3
Credits	Varied – depending on need
Duration	2 Days
Organisational Development Area	All employees required to write business letters, reports, proposals, memo's, e-mails and faxes

SYNOPSIS

Business Writing Skills – Advanced provides business professionals of all levels with the skills to improve their writing in order to become more effective at their jobs. Good business writing is not a gift, which you either have or you don't. It is a process that can be taught and managed like any other business process. The best business writing has its own rules.

This course explains what those rules are and shows you how to write reports that persuade decision makers; letters that get straight to the point and contains practical guidelines for writing business correspondence and materials with speed, precision and power.

By the end of this course you should be able to use methods learned to effectively write better in your work environment. Designed to provide impact to your everyday work performance, this course in persuasive business writing contains; examples of different types of concise yet complete letters, types of reports, correspondence in the advertising world to proposals and email.

COURSE OUTLINE

- Constructing Paragraphs and Sentences;
- Stages of Report Writing;
- Formal Reports;
- Writing Proposals;
- Communication in the Modern World;
- The Communication Model;
- The Communication Framework;
- Writing Reports Revised;
- Emails, Letters, Memoranda;
- Integration.

COURSE OUTCOMES

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

- To understand the nature of the modern organisation with special emphasis on the interface between systems and people;
- To understand the importance of communication in supporting and enhancing the performance of the individual and the team;
- To understand and apply the OWL model for communication – Oral, Written, Line of Investigation;
- To understand and apply the PWC framework for written communication – Plan, Write, Complete;
- To understand and apply techniques for constructing and writing general communications, reports, evaluations and minutes, with special emphasis on the identification, solution and management of problems;
- To practice these skills in real organisational settings with special emphasis on existing approaches, systems and templates;
- To agree methods for transferring skills to the workplace.