MSD
MORNING STAR DESIGN

Advanced Business Writing Skills
Course Outline

tel 011 782 4297
fax 086 511 3343
109 3rd street, linden, 2195
po box 44007, linden, 2104

e-mail: msd@imsd.co.za
website: www.imsd.co.za

Duration: 1 Day

Course Overview and Objectives

This is a one-day workshop for those who already are good writers. Our time will be devoted to writing letters of recommendation, of persuasion, of refusal or of action, that reflect current word usage and up-to-date formats.

You can also become more skilled at writing business cases, proposals and reports, and learn a bit more about e-mail etiquette.

"How many of us, I wonder, when faced with pretentious gobbledygook and empty jargon, experience a kick start into despair mode?"

HRH Prince Charles

Advanced Business Writing Skills Course Outline

Module 1: Identify their writing challenges

Module 2: Make their writing clear, concise, and correct

Module 3: Improve sentence construction and paragraph development

Module 4: Identify ways to make their writing simpler and easier to read

Module 5: Use the readability index

Module 6: Develop effective business letters for tough situations

Module 7: Use proper e-mail etiquette

Module 8: Develop an appropriate writing style and format for letters, business cases, and reports

Module 9: Use standard ways of documenting materials

SAQA US ID: 12153 – Use the writing process to compose texts required in the business environment

SAQA US ID: 15224 – Empower team members through recognising strengths, encouraging participation in decision making and delegating tasks