

Business Writing

The programme requires learners to follow a process in writing texts and reports required in business. It is intended to promote clear, unambiguous communication in plain language and to improve the quality of written reports and other texts that are specific to a business environment. Business writing requiring a particular format will also be addressed.

The Business Writing programme enables learners to recognise and effectively use textual conventions and features specific to business texts.



COURSE DURATION: 2 DAYS



About the course

SETQAA Accreditation
Services SETA - Decision Number 2072
NQF Level: 4
Credits: 5

Target Audience

The target audience would typically consist of managers and supervisors, personnel assistants and secretaries, admin clerks, customer facing personnel or any person interested in practicing effective business writing skills.

Training Methodology

The methodology is based on interactive learning ie: learners will learn by doing. Furthermore, learners will make use of examples from their own organisations, thus ensuring that the learning is anchored at their workplace.

As with all Quintica training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes.

Course Outline

This 2 day course will cover the following modules:

Module 1: Introduction to business writing:

- The art of successful business writing
- Understanding the basics
- Establishing relationships through writing

Module 2: Working with business text

- Spelling and punctuation
- Working with verbs
- Abbreviation and capitalisation

Module 3: Understanding business documents:

- Various types of business documents
- The structure of reports
- The structure of business letter
- Working with memos

Module 4: Creating effective documents:

- Organising your thoughts
- Creating structure
- Working with paragraphs
- Working with drafts
- Creating effective "flow"
- The executive summary

Module 5: Presenting business documents:

- Format of the well presented documents
- Presentation pitfalls

Module 6: Do's and don'ts of business writing:

- Business writing and politics
- Avoiding prejudice

Bookings and Enquiries

Kenya: +254 20 444 2900
South Africa: +27 11 575 4320
UAE: +971 4 426 7303

Email: training@quintica.com