



Write to the Point III™:
Business Writing for Managers

Course Objective

In this 2-day intensive programme, participants will learn to use professional business writing skills to produce high quality and effective business communications that will promote a professional image for the organization. This programme covers a range of business writing genres commonly encountered by managers with an emphasis on the more complex forms. The aim is to produce all-rounded managers who are able to write and express themselves well.

Course Methodology

Sharing by the trainer takes up only 30% of total class time. The remaining class time will be utilized for individual and paired activities, coaching and peer evaluation. Participants will typically do written exercises after each key module is expounded.

Course Syllabus

<i>Module 1</i> Basics of Writing & English Review	Identifying the common problems encountered in writing, defining good writing, reviewing key elements of English grammar for writing, highlighting common errors in grammar & punctuation
<i>Module 2</i> Business Language	Introduction to common terms, phrases & idioms used in a business environment (customized based on department)
<i>Module 3</i> Writing Official Letters	Introduction to official business letter writing – basic format, common phrases & etiquette
<i>Module 4</i> Writing Official Letters II	Special focus on 1 or 2 categories of letter writing based on objective (customized based on department)
<i>Module 5</i> Writing Management Reports	Key features of effective management reports – basic format & content
<i>Module 6</i> Writing Management Reports II	Special focus on 1 or 2 categories of report writing based on objective (customized based on department)
<i>Module 7</i> Writing Business Proposals	Key features of effective business proposals – basic format & content
<i>Module 8</i> Writing Business Proposals II	Special focus on 1 or 2 categories of proposal writing based on objective (customized based on department)