Lab Four
Professional Development Center

Effective Business Writing

Course Specifications

Course number: 088600
Course length: 1.0 day(s)
Software: Microsoft Windows

Course Description

Though businesses increasingly rely on technology, technological skills alone do not guarantee success in the workplace. You must still develop your ideas, express them clearly, and persuade others of their viability. This course offers effective strategies to sharpen your writing skills by structuring your ideas logically, exercising diplomacy in letters and reports, and shaping your arguments.

Course Objective: You will organize and write effective business documents.

Target Student: This course is for individuals who need to write clearly and concisely in a professional environment.

Prerequisites: To ensure your success, we recommend you first take the following Element K courses or have equivalent knowledge:

- Grammar Essentials
- Microsoft Office Word 2003
- Microsoft Office Outlook 2003 Step by Step

Delivery Method: Instructor-led, group-paced, classroom-delivery learning model with structured hands-on activities.

Course Objectives

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

- Organize and write clear and concise email and instant messages that are appropriate to your company's business culture
- Write effective business communications
- Write letters that are clear, precise, and appropriate to your audience
- Organize and write a business proposal, complete with visuals, and an executive summary that employ effective strategies of persuasion

Course Content

Lesson 1: Writing Email and Other Electronic Communication

    Topic 1A: Organize Your Materials

    Topic 1B: Write an Email

    Topic 1C: Write Instant Messages

Lesson 2: Writing Effective Business Communication

    Topic 2A: Analyze Your Audience

    Topic 2B: Write an Internal Announcement

    Topic 2C: Write an Email Responding to Routine Requests

    Topic 2D: Write an Email to Respond Positively to Customer Complaints

    Topic 2E: Write Bad-News Messages

Lesson 3: Writing a Business Letter

    Topic 3A: Write a Business Letter

    Topic 3B: Write a Thank-You Letter

Lesson 4: Writing Business Proposals

    Topic 4A: Persuade Your Audience

    Topic 4B: Write an Executive Summary

    Topic 4C: Use Visuals