

## Open Course

- Course Title:** Business Writing & Grammar
- Duration:** 1 day
- Target Audience:** A programme for all those who need to prepare concise and effective correspondence, memos and short reports: either alone or for managers.
- Objectives:** At the end of this course participants will be able to:
- Plan and structure their writing using a systematic approach
  - Write clearly and in good plain English
  - Check the finished piece for common errors, and correct them

### Course Content:

#### Welcome and introductions

#### Course objectives and overview

#### What is business writing?

- Writing to communicate
- Difficulties of communicating in writing
- What persuades others?
- Following a systematic approach

- Grammar, punctuation and spelling
- Sentence length
- Paragraphs
- Using an appropriate tone

#### Planning to write: the essential questions

- Why am I writing?
- Who am I writing to?
- How will I structure my writing?
- What style shall I use?

#### The polishing stage

- Checking and editing documents
- Common errors to look for

#### Action session

- How can this be put into practice?
- What needs to be done differently?

#### Writing to communicate: using "good plan English"

- Using a "business" style
- Choice of words
- What to avoid

#### Summary and close