

### **Course Objectives:**

- To provide an effective and user-friendly business writing course
- To teach a wide range of high-level Business English writing skills
- To cater to all business persons requiring business writing skills

### **Course Outcomes:**

On completion of the course, trainees will have improved their business writing skills in the areas outlined below:

- Copywriting
- Persuasive writing
- Describing Trends & Structuring Documents
- Proposals
- Executive Summaries
- Making Forecasts & Editing Documents

### **Course Method:**

#### Study Pack Section

- Trainees study at home or in your free work time
- Trainees acquire useful grammar and structures from the on-line Digital English Study Packs
- Trainees study the model answers provided within the Study Packs

#### Business Writing Simulation Section

- Trainees apply what you they have learned from the Study Packs to the Writing Simulation assignments
- Trainees submit these assignments to their tutor
- The trainees' assignments are corrected, graded and returned to them directly to their email address

### **Course Materials:**

- Course Instruction Manual
- 6 On-line Study Packs
- 6 On-line Business Writing Simulation Assignments
- Rewrite Codes & Grading Rubric

### **Course Tutors:**

- The tutors are highly skilled graduates with a solid linguistic and business acumen
- Tutors provide feedback for each writing assignment – corrections, suggestions, cultural advice and a grade
- The tutor's corrections will be sent as a PDF file directly to the trainee's email address

- On receipt of their corrections, trainees should rewrite their assignments and resubmit them to their tutor. They will not be corrected again, but the rewriting of assignments greatly enhances learning

**Course Duration:**

- 6 Weeks