

Business Writing

Course Length: ½ Day

Prerequisites: None.

Course Objectives: After completing this course, students will know how to:

- ◆ Improve writing skills by using writing guidelines and following the writing process to write effective sentences and paragraphs.
- ◆ Write effective business reports and letters, e-mail messages, and opinionated messages such as apology letters, negative messages, and persuasive messages.
- ◆ Write various types of proposals and keep them focused on the client.
- ◆ Create a letter proposal and add formatting to make it visually appealing.
- ◆ Create a formal proposal and add visual elements to it.

Course Content

Unit 1: Writing skills

Students will learn about basic **writing skills** and how to write clear contracts, memos, reports or letters. They will discuss the common **pitfalls** to avoid when writing. They will examine the **writing process** and how it's used to construct well-defined ideas and focus on a specific audience. Students will learn how to **choose the right words** and **create effective sentences**. They will learn about the three **types of sentences**: **simple**, **complex** and **compound**. Finally, they will discuss the guidelines for writing **effective paragraphs**.

Topic A: Basic writing skills

Topic B: Effective sentences and paragraphs

Unit 2: Writing specific messages

Students will learn how to write **business reports** and **letters**. They also will discuss writing **opinionated messages**, including **apology letters**, **negative messages**, and **persuasive messages**. They will examine the components of a properly formatted business letter.

Topic A: Business letters and reports

Topic B: Writing opinionated messages

If you have any questions about this course, please call CompuTrain at (713) 349-9186.

Unit 3: Understanding proposals

In this unit, students will learn about the six types of **proposals**: **formal**, **informal**, **external**, **internal**, **solicited** and **unsolicited**. Then they will discuss how clients **evaluate proposals**, the guidelines used in **identifying the client's needs**, and the questions that can help them stay focused on the client's needs. Next students will discuss **brainstorming techniques** for identifying questions the client might have about a proposal and examine some guidelines for proposal writing.

Topic A: Proposals

Topic B: Client-focused proposals

Unit 4: Letter proposals

Students will learn how to create a **letter proposal**. They will learn that a letter proposal has three main parts - the **opening**, the **body**, and the **closing** - and they will discuss the things that should be covered in each part. Next, students will learn how to format a proposal by using **headings and subheadings**, **easily readable typefaces**, **consistent margins** and **consecutive page numbers**.

Topic A: Writing a letter proposal

Topic B: Visually appealing proposals

Unit 5: Formal proposals

In this unit, students will learn how to create a **formal proposal**. They will discuss how to format the **title page**, **table of contents**, **executive summary**, **body** and **appendix**. Students will also learn how to add **visual elements** to a formal proposal.

Topic A: Structuring formal proposals

Topic B: Visual elements and editing