

## COURSE INTRODUCTION

As effective business writing requires application of basic writing principles, various effective writing components are identified and applied through the use of interactive examples. Various business correspondence formats such as letters, memos and email are outlined. Business correspondence structure plans are used to ensure successful messages to various audiences. All aspects of business writing are supported with relevant and up-to-date examples and applied in meaningful interactive tasks.

## LEARNING OUTCOME

The primary outcome of this short course is to assist you to perform certain business writing functions competently.

## COURSE CONTENTS

Sessions 1: Business Em@il Etiquette / Professional em@il behaviour

- Subject field
- Addressing fields
- To From Bc Cc fields?
- Reply to all?
- Level of formality
- Formatting
- Attachments
- Using previous emails / threads
- Responding
- Editing replies
- Common courtesies
- Salutations
- Signature files

Session 2: Business Writing: Communication Theory

- Communication model
- Communication barriers in business writing
- Understanding your audience and purpose
- Email practice: What your emails say about you?

Session 3: Basic Business Writing Principles (BWP)

- Level of formality
- Word choice / jargon
- Conciseness
- Specifics
- Clarity
- Active / passive voice
- Parallel structures
- Positive emphasis
- You-principle
- Sexist / Biased language
- Tone

Session 4: Business Correspondence Formats

- Email / Letter / Memoranda Plans
- Direct Plan (good news or neutral messages)
- Indirect Plan (bad news)
- Indirect Plan (persuasive /AIDA)

Session 5: Examples of Specific Messages

- Good or neutral news
- General enquiry or order
- Providing and giving information
- Invitations
- Bad news (regrets / refused request /complaint / adjustment)
- Persuasion and negotiation (hard and soft sell)

Session 6: Revising Documents

- Drafting and refining own writing examples
- Editing
- Feedback

## COURSE SCHEDULE

Duration: 16 hours

## RESOURCE PERSON

Dr Marcelle Harran obtained her BA and HED at the University of the Witwatersrand in South Africa. She continued her studies at Rhodes University where she obtained her BEd and MEd (ESL). Her Masters research investigated writing as a process and social practice in secondary schools in South Africa and focused on the impact of feedback practices on writing performance and attitude. Her PhD study explored the literacy perceptions of component engineers writing reports. As Higher Education success is often dependent on academic-writing, the teaching of English as an academic and business language to various faculties has highlighted the need for integrating language and content for discourse acquisition. Besides teaching English in secondary schools for 15 years, Dr Harran has over 20 years of teaching Communication Studies and English Language Studies in Higher Education. She has also taught many business writing short learning programmes to industry. Since September 2014, Dr Harran has been teaching English Composition and Business Communication at Skyline University College (SUC) in UAE, where she is an Associate Professor.