Business Writing Skills

National Competency Standard (BSB):
BSBWRT401 Write complex documents

Course Objectives

This is a course that teaches basic business writing skills. It is presented in an IT training room using PC workstations. It provides many practical opportunities to edit text and discuss alternative forms of expression.

This course teaches practical writing skills and provides guidelines and tips for becoming a more effective business writer.

Pre-Requisites

Basic keyboard and mouse skills

Duration

2 days

Course Outcomes

1. Identify the characteristics of effective business writing
2. Use correct grammar, terminology and spelling
3. Edit a document to make it more easily understandable
4. Use a structured approach to producing business correspondence
5. Follow suggested guidelines for producing different types of business correspondence

Optional Assessment

This is a nationally recognised training program. Participants who successfully complete the optional assessment component of this course will receive a Statement of Attainment for the unit(s) of competency outlined above (additional fee applies – please enquire when you book). Exercises completed during the course will be used as evidence towards unit competency. Participants who choose not to be assessed will receive a Certificate of Attendance.

Business Writing Skills

Course Content

Correct writing techniques
- Setup
- Spelling and punctuation
- Setup
- Spelling
- Autocorrect
- Spell check feature
- Punctuation
- Terminal points
- Pausing points
- Hyphens and dashes
- The apostrophe
- Quotation marks
- Parentheses and brackets
- Abbreviations

Syntax and grammar
- Agreement of subject and verb
- Consistency of tense
- Consistency of tense within a sentence
- Consistency of tense between sentences
- Active and passive voice
- Use of pronouns
- Special use of the pronoun 'they'
- Subjunctive
- Comparatives
- Other Issues
- Dangling participles
- Split infinitives
- Compound words
- Adjectives and adverbs

Other writing issues
- Upper and lower case
- Title case versus sentence case
- Numbers
- Commonly confused words
- sentence and paragraph structure
- Sentences
- Types of sentences
- Paragraphs
- Correct sequence of clauses
- reviewing and editing
- Introduction
- Things to avoid

- Buzzwords
- Clichés
- Euphemisms
- Complex names for simple objects
- Editing
- Delete unnecessary words
- Replace complex words and jargon
- Re-write if necessary
- Check readability

Proofreading
- How to proofread
- Two-pass checking

Writing styles
- Types of writing
- Expository
- Descriptive
- Persuasive
- Narrative
- Audience
- Purpose
- Style
- Structure

Document types
- Introduction
- Writing to inform
- Writing to persuade
- Use keywords to persuade
- Special characteristics: persuade

Planning a document
- Introduction
- Bottom-up design
- Top-down design
- Create an outline to show structure
- Create a mind map to show relationships

Business Writing Skills

Preparation and drafting

- Write down your aim
- Start with prewriting
- Use free writing to keep your ideas flowing
- Use lateral thinking to create new ideas
- Use brainstorming for team creativity
- Research your subject
- Take your time
- Organising information
- Write effective headings
- Overcoming writer's block
- Achieving continuity in your writing
- Creating a draft
- The first draft
- The second draft
- Subsequent drafts

Effective writing

- Use vigorous verbs
- Use keywords to engage readers
- Display conviction
- Quantify costs and benefits
- Gather evidence to support your position
- How to present data convincingly
- Present the data professionally
- Achieve a professional appearance
- Provide a clear structure
- Use diagrams, flowcharts and graphs

Letters and emails

- How to layout a business letter
- How to write a business email
- Potential disadvantages of email and how to avoid them

Appendix: Formal document structure

Appendix; Word processing documents

Appendix: Writing proposals

Appendix: Writing grant applications