

Valuepoint Academy™

Adding value to your life since 1996

An ISO 9001:2008 Certified Institute

Key to successful business communication

Write your way to success with

Business Writing Course

BWC



Research has proven that effective written communication and career growth are interlinked. Effective writing skills enhance clarity and lessen discrepancies, thereby increasing workplace efficiency. It's not surprising that managements place a lot of emphasis on writing skills.



Today, the working professional has to tackle different modes of communication. It is therefore essential to be equipped with the right skills to face this challenge.



Enroll for

Valuepoint Academy's

Business Writing Course

To master the business of writing

Duration: 20 hours

Objectives

- ▶ Understanding the features of effective writing
- ▶ Following the writing process
- ▶ Developing an appropriate writing tone
- ▶ Using the correct formats for formal writing
- ▶ Enhancing awareness of writing etiquette
- ▶ Improving corporate vocabulary

Concepts dealt with

- ▶ Unity, cohesion & coherence in writing
- ▶ ABC of writing & punctuation
- ▶ Planning and organizing in writing
- ▶ Formal letter writing
- ▶ Email writing & etiquette
- ▶ Agenda and minutes of meeting
- ▶ Business vocabulary

Course Highlights

- ▶ Interactive classroom sessions
- ▶ Visual training aids
- ▶ Comprehensive course material
- ▶ Instant correction and continual feedback