

MONA SCHOOL OF BUSINESS & MANAGEMENT

THE UNIVERSITY OF THE WEST INDIES, Mona

COURSE OUTLINE

Programme: Executive Development Courses

Course Title: Fundamentals of Effective Writing for Business Professionals

Contact Hours: Six (6)

Audience-centred and purpose-driven writing improves the clarity, power and effectiveness of business communication.

This is a skills-building workshop designed to review and reinforce existing knowledge, while introducing new approaches to improve your competence in results-oriented business communication.

CONTENT:

- Communication and its role in the workplace
- Principles of Effective Audience-Centred Written Communication
- The Three-Step Writing Process
- Practicum - Graded Effective Writing Exercise

OBJECTIVES:

Upon completion of this workshop, participants should be able to:

1. Apply the basic principles of communication to business writing.
2. Write and edit more thoroughly for grammatical correctness and clarity.
3. Use tested tools and techniques to produce audience-centred, purpose-driven writing.

METHOD:

The course material will be delivered primarily through Lecture presentations and moderated discussions and includes a final practicum.

EVALUATION:

Practicum – This involves a graded “Effective Writing” Exercise.