MONA SCHOOL OF BUSINESS & MANAGEMENT
THE UNIVERSITY OF THE WEST INDIES, Mona

COURSE OUTLINE

Programme: Executive Development Courses

Course Title: Report Writing for Business Professionals

Contact Hours: Six (6)

In today’s highly competitive and dynamic business environment, employees must be effective communicators, with the ability to quickly, easily and effectively write and present business reports and proposals, for both internal and external audiences. This is a skills-building workshop designed to provide the knowledge that will enable you to construct winning reports and proposals, from conceptualisation and research, to formatting and packaging to meet audience needs and purpose-driven specifications.

CONTENT:

- The Communication Process In The Workplace
- Report Writing and Its Role in Organisational Communication
- Writing Reports and Proposals – The Three-Step Process
- Practicum – Graded Memo Report from a scenario provided by the Coordinator

OBJECTIVES:

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

1. Apply the principles of communication and effective writing to report and proposal writing

2. Apply the techniques of critical thinking and argumentation to the preparation of reports and proposals.
METHOD:

The course material will be delivered primarily through Lecture presentations, discussion fora and a Practicum.

EVALUATION:

Practicum – Graded Report Writing Exercise