

Business Writing Programme

Introduction

The Business Writing programme is designed to empower delegates by developing their skills in Business English writing. It is aimed at English First and Second Language speakers who wish to improve their written English. The programme is an integrated programme which focuses on the existing skills base and is custom-built to incorporate the standard written formats of a company or organisation.

Objectives

1. To structure a programme based on a complete diagnostic interview and thorough needs analysis.
2. To work with the existing skills base in developing proficiency in written English.
3. To provide the delegate with a support system for the full duration of the programme.
4. To provide individual attention and a corrective approach to language learning through small group training.
5. To focus on all aspects of Business writing:
 - ❖ Language
 - ❖ Structure
 - ❖ Style
 - ❖ Format
 - ❖ Vocabulary
6. To create a learning environment in which individuals can participate actively, learn creatively and express themselves openly.

Process

Personalised

Prior to the programme, a diagnostic interview is held with the company course coordinator or Human Resources Training Officer. In this interview, the trainer is able to determine the specific problems experienced by delegates, and analyse the company's particular needs and requirements. A programme can then be structured, based on these specific expressed and assessed needs.

The trainer who provides the initial assessment of the delegates remains the tutor throughout the duration of the programme. S/he will be available at any time to answer questions, check written work and provide support. This ensures confidentiality both during class time and throughout the programme duration.

Situation-based

Each programme is custom-made to meet the needs of the company. This ensures that the programme is directly relevant to the standard of written communication of the company. The programme focuses on business writing tasks that the delegate is expected to perform on a daily basis. As a result, the skills acquired during training are immediately applicable to the delegate's individual workplace context.

Skills-based

All aspects of written English are thoroughly dealt with in the programme. Delegates receive continuous practice in the language, structure, style and format of business writing. The programme focuses on building and improving the existing skills base.

Communication-based

The primary aim of the Business Writing Programme is to develop both competence and confidence in written communicative ability. Delegates are encouraged to express themselves in the simple, straightforward register of Plain English in compliance with global English trends in written communication. Delegates are given the skills needed to communicate effectively, clearly and convincingly through active participation in various contexts.

Outcomes

The Business Writing delegate will gain a variety of skills which ensure that in any given situation they are able to use written English

- competently
- confidently
- effectively
- convincingly

Target Market

The Business Writing programme is aimed at companies and organisations who wish to upgrade their standard of written corporate communication. The programmes are structured around small group interactions to suit the specific requirements of delegates in the most effective and efficient ways possible, both in programme content and in programme duration.

Programme Duration

The Business Writing programme is run over a period of two days. The first day covers language and style, after which delegates are required to submit samples of their writing for assessment and feedback. The second day deals with structure and format. Following the programme, delegates are required to submit further writing samples for final assessment in order to receive a full report on their progress.

Cost

The two-day programme costs R4 000 per delegate. This is inclusive of the pre-course interview, comprehensive needs analysis, all course material, assessments, post-course follow-up and support.

Number of delegates: Minimum 10, maximum 40