

Business Communication via Email & Letters



COURSE DURATION

7 Hrs



COURSE REFERENCE NO.

TGS-2011500444



MODE OF TRAINING

Classroom



FUNDING VALIDITY

Till 03 Jun 2025



This course aims to enhance the business writing skills of administrative and secretarial staff, focusing on creating effective and positive communication. Participants will learn the importance of good writing skills, the purpose of written communication, audience analysis, and how to structure and layout correspondence. The course covers grammar, punctuation, vocabulary, concise writing, tone, consistency, and proofreading techniques. Additionally, it includes persuasive communication strategies and e-mail etiquette. Through this course, participants will be able to improve their writing skills to ensure their messages create a positive response from the intended audience.

Course Objectives

By the end of this course learners will be able to:

- Understand the importance of business writing skills
- Overcome barriers to effective writing
- Plan and prepare written communications
- Structure and lay out correspondence
- Apply grammar, punctuation, and vocabulary
- Use short sentences and appropriate tone
- Ensure consistency in writing
- Use basic tools and techniques for proofreading
- Identify and correct common writing mistakes
- Make effective requests and avoid clichés
- Communicate positive messages and offer solutions
- Maintain a professional image in e-mails
- Properly use CC and BCC in e-mails
- Avoid e-mail abuse

Who is This Course For

•This course is for administrative and secretarial staff who wish to employ more effective writing skills in the office.

FULL FEE

\$300

(Subject to 9% GST)



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Course Content

Learning Unit 1: Why are good writing skills important in business

- Reasons to improve your business writing skills
- Barriers to excellent writing skills

Learning Unit 2: Purpose of written communication

- Why planning and preparation are important
- Some basic reasons you may send written communications

Learning Unit 3: Audience Analysis

- How to structure and layout your correspondence

Learning Unit 4: Writing good English

- Grammar tips
- How to use punctuation
- How to use a good vocabulary

Learning Unit 5: Guidelines for good writing

- How to use short sentences, avoid wordiness and ambiguity
- How to use an appropriate tone and be precise
- How to check consistency

Learning Unit 6: Proofreading

- The basic tools of proofreading
- What to check for
- Tips and common mistakes

Learning Unit 7: Persuasive communication

- How to ask for something
- What business clichés to avoid
- How to offer solutions and incentives
- Turning bad news into good news
- Use of appropriate and positive language

Learning Unit 8: E-mail Etiquette

- The Do's & Don'ts of E-mail Etiquette
- The professional image: looking good online
- CC and BCC • Italics
- Avoiding E-mail abuse



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