



INTERNATIONAL ACADEMY OF APPLIED SCIENCES
WRITTEN COMMUNICATION IN BUSINESS CONTEXTS*
 (Based on “Company to Company” practice course book)

Who Should Attend?

- 1- Middle management and supervisors
- 2- Office managers and assistants
- 3- Admin staff and executive secretaries

Communication is the nervous system of the business life. Communicating in writing has always been a challenge for most working and business people.

Objective:

This course is designed to take you step by step into the correct way of using written communication techniques to improve your business writing and deliver better results through your enhanced writing skills. Business reports, emails, letters, and faxes are made easy by following the Company-to-Company course. This comprehensive course takes the participants in a journey from initiating the business communication writing piece towards the end of successful communication that delivers results.

Course Contents:

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| UNIT 1 Making enquiries (4 hours) | 1A- Study section Emails, opening and closing a message, subject headings, asking for and sending information, email style, being polite 1B- The writing process: Exercise |
| UNIT 2 Business prospects (4 hours) | 2A Study section Attachments, parts of a message, beginning and ending a message, email conventions 2B- The writing process: Steps in writing a message / Exercise |

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| <p>UNIT 3 Contacting customers (4 hours)</p> | <p>3A- Study section Referring, giving good/bad news, saying what you can/cannot do, giving reasons, British and American English, paragraphs 3B- The writing process: Writing a plan / Exercise</p> |
| <p>UNIT 4 When things go wrong (4 hours)</p> | <p>4A- Study section Letter layout, the date, making mild complaints, making a point, warning, making strong complaints 4B- The writing process: Read before you write/ Exercise</p> |
| <p>UNIT 5 Task-based approach for Writing Business Reports (12 hours)</p> | <ul style="list-style-type: none"> • Collecting the information • Using graphs and statistics • Selecting and organizing the material • Presenting findings • Concluding and recommending • Summarizing |

***Note:**

This course is certified by the International Academy of Applied Sciences (Paris).