



## Business Writing Fundamentals

In nearly any workplace situation, writing is something you will be expected to do continuously and expected to do well. Our writing style signals our leadership abilities; clear, effective, and appropriate written communication conveys both intelligence and dependability.

This module teaches the basics of writing a business letter, preparing a report, writing for a publication such as a peer-review journal or a book, and choosing appropriate methods or technology to send your message. These tools can increase writing effectiveness in the business world and beyond.

## Learning Outcomes

1. Write business correspondence in the correct format to effectively convey the intended message and purpose.
2. Use proper grammar and punctuation in professional correspondence.
3. Apply the best practices for using email as a means of communication, including the legal implications of emailing.
4. Write concise and clear business letters and emails.
5. Identify the important and required elements of a technical report.
6. Write and format for different forms of publications, including press releases, blogs, books, and journals.
7. Describe the various types of electronic communication tools and their appropriate use.

## Recommended Learners

- Undergraduate Students
- Graduate Students
- Students needing academic leveling resources
- English as a Second Language Students


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## Grammar

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Grammar is perhaps one of the most important pieces in writing for assuring that you are seen as professional and educated. The misuse of words, and other common grammar mistakes, can often cause others to dismiss you or your writing as not worth their time.

If these grammar rules are new to you, they can be overwhelming at first. Never fear! Take your time going through them, and make notes for yourself as needed. Over time, and as you use these more and more, they will become second nature.



*An example of a learning event in our Leading Edge Learning modules. The types of instructional content within the modules include: readings, videos, transcripts, audios, interactive questions, offline application exercises, flash cards, narrated presentations, matching exercises, relevant articles, downloads, a final exam, and other activities designed to engage learners based on recognized science of learning educational concepts.*

### Applications and Best Practices

- ✓ Improve the writing skills of undergraduate and graduate students.
- ✓ Include as a resource in a writing center.
- ✓ Academic leveling for learners who may not have adequate preparation for advanced studies.
- ✓ Professional development for continuing education or refresher of skills.
- ✓ Develop skill sets of working professionals.
- ✓ Teach business English writing skills to non-native speakers.

### Pricing

Module is Approximately 3-5 Learner Hours

1-100 Learners per Year

\$49 per Learner

101-500 Learners per Year

\$44 per Learner

500+ Learners per Year

\$39 per Learner