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.

Outcomes

1. Understand how to write business correspondence in the correct format to effectively convey the intended message and purpose.

2. Know how to use proper grammar and punctuation in professional correspondence.

3. Know when email is the best form of communication and understand the legal implications of emailing.

4. Understand how to write concise and clear business letters and emails.

5. Know the important and required elements of a technical report.

6. Understand how to correctly write and format for different forms of publications including press releases, blogs, books, and journals.

Recommended Learners

Higher Education

➢ Undergraduate Students
➢ Graduate Students

Business, Industry, Nonprofits, & Agencies

➢ New Supervisors
➢ Step-up Supervisors
➢ Front Line Managers
➢ Contributing Team Members
➢ Senior Managers

Topic 14 of 36

Grammar

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

Higher Education	Business, Industry, Nonprofits, & Agencies
✓ Helping new undergraduate students improve writing quality.	✓ Developing the writing skills of new employees.
✓ Improve the writing quality of graduate students.	✓ Helping new supervisors and managers with their writing skills.
✓ Teach business English writing skills to non-native speakers.	✓ Honing the writing skills of senior leaders.

Pricing
Module is Approximately 3-5 Learner Hours

1-100 Learners per Year	101-500 Learners per Year	500+ Learners per Year
$49 per Learner	$44 per Learner	$39 per Learner