



BUSINESS WRITING THAT WORKS

COURSE OVERVIEW

This course has three (3) major objectives: CLARITY, EFFECTIVENESS & IMAGE.

By applying such principles in this course, you will be able to write more clearly, so that your readers will not misunderstand your message. You should be able to write in an effective style that will help you achieve the objectives of your writing and should be able to present your ideas in a way that projects a pleasant, dignified image of you and your organization. In addition, you will be getting useful tips for writing common business letters, short reports, minutes, resolutions and of course, today's ubiquitous emails. To top it all, you will get to preview some of the latest trends in business writing adopted by reputable business organizations.

WHO SHOULD ATTEND

1. Junior/ Assistant/ Senior Clerks
2. Executives / Managers
3. Section Heads
4. Office Administrators

COURSE OUTLINE

- Common Pitfalls in Business Writing
- Finding the Best Approach
- Principles of Effective Writing
- Writing Techniques
- Organizing for Clarity
- Reports, Emails and Others
- Quality Assurance of the Final Product

OBJECTIVES

At the end of the course, you will be able to:-

- Identify common pitfalls in business writing
- Explain the principles that make business writing effective
- Identify techniques for conveying ideas clearly
- Identify ways to organize your ideas that are best suited to your writing objectives
- Explain the importance of a house style
- Understand the importance of proof reading to achieve quality

TRAINER

PESDC has a panel of professionally qualified, well-trained and industrially experienced technical trainers.

COURSE FEE (SSK-P14)

RM350.00 per pax (member)
RM450.00 per pax (non-member)

(Inclusive of course materials, lunch and refreshment)

Certificate of Achievement will be awarded upon successful completion of the course.

SBL
claimable

COURSE DETAILS

Duration : 2 Days

Date : flexible

Time : 9.00am to 5.00pm

Venue : PESDC Training Complex

For Further Enquiries, please contact:

Mr Thillai or Mr Jeremy Lai

PESDC Training Complex

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