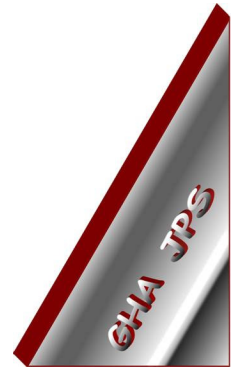


OUTLINE PROGRAMME

Written Business Communication Skills

- 1 Understanding Good Communication**
 - a. Verbal communication
 - b. Written communication
 - c. Telephone communication
- 2 Why does it Matter?**
 - a. Clarity
 - b. Image
 - c. Getting the message across
- 3 Layout Of Documents**
 - a. Letters
 - b. Reports
 - c. Emails
 - d. Internal communications
 - e. Other documents
- 4 Presentation**
 - a. How to make it look good
 - b. House styles
 - c. Why does it matter?
- 5 Vocabulary**
 - a. Business English
 - b. General vocabulary
- 6 Written English**
 - a. Spelling
 - b. Grammar
 - c. Punctuation
 - d. Jargon
- 7 Letters**
 - a. Beginning
 - b. Reference
 - c. Body of the document
 - d. Ending a letter
- 8 Hints and Tips**
 - a. What to include
 - b. What NOT to include
 - c. Erudition!
 - d. Double negatives
 - e. Or and Nor
 - f. To, Too and Two
- 9 Business Letters**
 - a. Sales letter
 - b. Information letter
 - c. Request for payment
 - d. Coping with non payment
 - e. Letter of complaint
 - f. General business communication



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