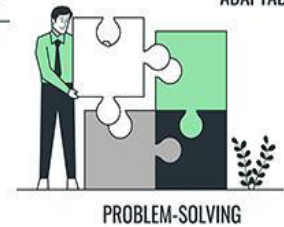


SOFT SKILLS



SOFT SKILLS

Business Writing Skill Course

Project Based Immersive Learning Course

Course Overview?

Education Nest offers "Business Writing Skills" course that aims to provide knowledge on effective business writing and communication to professionals and recent graduates. The program covers fundamental principles, including grammar, organization, and clarity, as well as advanced concepts such as crafting persuasive messages, developing strategy documents, and writing for digital media. The course offers immediate application of the new learning to improve writing skills in the workplace, beginning from the first lesson. The main objective of the course is to equip learners with the necessary skills to express themselves effectively in both personal and professional settings. After finishing the program, students will have a solid understanding of the fundamentals of effective business writing and will have the confidence to produce various types of business and professional documents.

Benefits of Business Writing Skill Course :

Business writing skills are crucial for effective communication in the workplace. Business writing skills are a hallmark of professionalism. By improving your business writing skills, you can enhance your reputation as a competent and capable professional. Business writing skills are highly valued in the workplace. By improving your writing skills, you can increase your chances of advancing in your

career or pursuing new opportunities. Good writing skills can help you to create a positive image for your organization. Well-written documents, such as proposals and reports, can help to build trust and credibility with clients and stakeholders.

Who should learn:

- Professionals
- Entrepreneurs
- Job Seekers
- Students
- Non-native English Speakers

Why do you need Business Writing Skill Course?

Average Salary Growth:

The salary growth of a Business Writer can vary greatly depending on a number of factors, such as level of education, years of experience, job title, location, and industry. According to data from the U.S. Bureau of Labor Statistics, the median annual wage for writers and authors (including Business Writers) was \$67,120 as of May 2020. Overall, Business Writers who work hard to develop their skills and gain experience can expect to see steady salary growth over time.

Industries:

The demand for Business Writers in MNCs is likely to remain strong, as effective communication is essential to the success of any business, and MNCs often have complex communication needs due to their global scale and diverse stakeholder groups. Some common areas where MNCs may require the services of Business Writers include: Marketing and Advertising, Internal Communications, Technical Writing, Public Relations.

Position in Market:

According to the United States Bureau of Labor Statistics, employment of technical writers, a category that includes business writers, is projected to grow 7 percent from 2019 to 2029,

which is faster than the average for all occupations. This growth is driven by the continuing expansion of scientific and technical products, as well as an increase in the amount of information that businesses need to convey to their employees, customers, and other stakeholders.

Designations:

- Business Writer
- Professional Writer
- Communication Strategist
- Corporate Communication Specialist

Why Business Writing Skill Course from Education Nest

- **Free Demo on Request**
- **Live Interactive Learning**
- **Lifetime Access**
- **Flexible Schedules**
- **24x7 Support**
- **One on One Doubt Clearing**
- **Real Time Project-Based Learning**
- **Certificate Oriented Curriculum**

Key Skills Covered:

- Grammar
- Communication
- Business Writing
- Writing

Business Writing Skill Course Syllabus

Introduction to Business Writing

- Fluency of thoughts and ideas
- Mind Mapping
- Associating similar and opposite ideas
- Translate thoughts into words
- Practice Assignment (Pre-work)

Components of Effective Business Writing

- Global Business Writing Formats
- Statement of Purpose
- Indentation and Formatting
- Presentation
- Conciseness in Writing
- Practice Assignment & Feedback

Grammar & Punctuation

- Common Grammatical Errors
- Archived English
- Redundant Phrases
- Punctuation and Tone
- Clichés and how to avoid them
- Practice Activities & Feedback

Objectives of Business Correspondence

- Introduction | Defining the Purpose
- Requesting
- Placing Orders / Consignments

- Letters of Acknowledgement
- Congratulatory / Expressing Gratitude
- Conveying Bad News

Effective Business Writing

- Introduction to the 5 C Principles
- Clarity and Conciseness
- Complete and Correct
- Courtesy | Using a professional tone
- Self-Assessment

Types of Business Letters

- Business Letters
- Memorandums
- Business Emails
- Faxes
- Practice Exercises & Feedback

Writing Templates

- Business Letter Template
- Business Report Template
- Proposals and Executive Summary
- Minutes of the Meeting
- Worksheets and Practice

Advanced Business Writing

- Rewrite a Poorly Written Message
- Respond to Written Complaint
- The Golden Art of Writing a CV

- Drafting the Perfect Job Advertisement
- Cross-cultural Communication on Email/Chat
- Summary & Feedback

Career Support

Profile Building :

Experienced professionals are available to offer tailored assistance in crafting your CV and online profiles, taking into account your unique educational and experiential background.

Interview Preparation :

The upcoming interview preparation service will include personalized one-on-one sessions and the option for mock interviews if needed.

Job Referrals :

At Education Nest, we receive a variety of job requirements from diverse sources such as organizations, our clients, HR consultants, and a vast network of Education Nest currently employed in different companies. We strive to meet these varied requirements to the best of our abilities.

Continuous Support :

We offer continuous support for as much time as you need it, and a considerable number of our learners receive multiple interviews offers and promising employment opportunities as a result of the abilities they gain during the program.