

BUSINESS WRITING FUNDAMENTALS

SYLLABUS

July 2020

Written & Delivered By:



PEREGRINE

— GLOBAL SERVICES —

ACADEMICS • LEADERSHIP • PUBLICATIONS

BUSINESS WRITING FUNDAMENTALS

Overview

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.

Learners

This module is designed for learners who desire to improve their leadership, communications, and workplace skills.

The module may qualify for Continuing Education Units (CEU) for professional certifications depending on the professional association.

Module Authors

The author for this module is Peregrine Global Services headquartered in Gillette Wyoming and includes materials from a variety of sources as indicated within the module.

Learning Outcomes

The learning outcomes for the module are as follows. With the completion of this module, learners should be able to:

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.
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Curriculum

<u>Section</u>	<u>Topics</u>
Section 1: Introduction	<ul style="list-style-type: none"> • Introduction • Module Overview
Section 2: Business Writing Principles	<ul style="list-style-type: none"> • Creating messages, organizing, audience, common elements of e-mail/letters, evaluating the message.
Section 3: Grammar and Punctuation	<ul style="list-style-type: none"> • Active-passive, punctuation, grammar, confusing words, subject-verb matching.
Section 4: Writing E-mails	<ul style="list-style-type: none"> • When/when not to use, how to construct, 20 things to avoid, how to get better.
Section 5: Writing Business Letters	<ul style="list-style-type: none"> • Letter writing format, style guidelines, letter components.
Section 6: Writing Technical Reports	<ul style="list-style-type: none"> • What it is, writing mechanics, organization, report components.
Section 7: Writing for Publication	<ul style="list-style-type: none"> • Pre-submission considerations, preparation, publishing options, writing tips, style organizing, proofreading, submitting to journal, press releases, blogs.
Section 8: Summary and Assessment	<ul style="list-style-type: none"> • Summary • Assessment

Delivery

The module is delivered using Peregrine's Learning Management System (LMS) known as CMAD. Course instruction is with asynchronous online learning activities.

Assessment

Throughout the module, there are in-progress quizzes and short exercises to ensure understanding of the instructional content. A completion certificate is issued when the learner obtains at least 80% on the final exam.

Hours and Articulation

Learner hours are shown in the following table. The hours are based on both the time within the module and time away from the module conducting application activities.

<u>Section</u>	<u>Hours</u>
Section 1: Introduction	0.50
Section 2: Business Writing Principles	0.50
Section 3: Grammar and Punctuation	0.50
Section 4: Writing E-mails	1.0
Section 5: Writing Business Letters	1.0
Section 6: Writing Technical Reports	0.50
Section 7: Writing for Publication	0.50
Section 8: Summary and Assessment	0.50
Total Hours	5