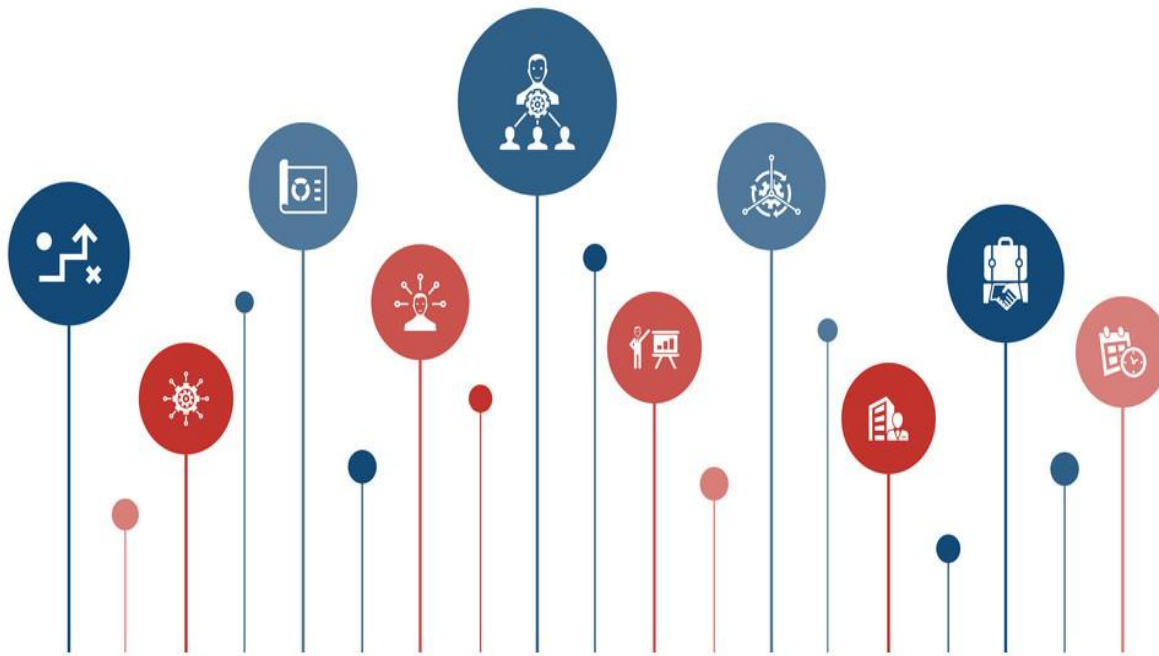


ADMINISTRATION

CREATIVE CONCEPT



Business Writing Skills :How To Write And Format The Letters

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Business Writing Skills :How To Write And Formal The Letters

Course Description

Written reports are perhaps the most frequently used methods of presenting information to management. Most Supervisors and Managers write reports and cover wide range of topics from general reports on performance to reports on specific events. Whatever the subject and purpose of the report, its preparation will call for an ability, which unfortunately is not widespread. Reports are a means of setting down the facts, opinions and conclusions which the author wishes to communicate. They are, or should be a vehicle for effective communication.

Key Benefits

This intensive program is designed to provide the participants with a practical guide to report writing in business. Communicating in writing demands a certain basic knowledge, and this program deals with:

- Knowing what your aims are.
- Knowing who your audience is and how you wish to approach it.
- Knowing what you want to communicate.
- Know how to do it.
- Collecting and Organizing the Report.
- Presentation and Structure of Reports.
- Editing and producing an Error Free Report.

Course Outline:

Communicating in the Business Environment.

The Stages of Communication

- Knowing the objective to communicate
- Choice of communication form
- Knowing the audience
- The content
- The method
- Message transmission
- Message reception
- Feedback

What is a Report?

- Introduction

Types of Report

- Transmission of reports: conversations, demonstrations, fill-in forms, many-page documents, formal reports, etc.
- Bases of reports classification: length, tone, subject matter, timing, style, etc.

Essential Writing Characteristics

- Clarity
- Conciseness

- Completeness
- Correctness
- Coherence

Principle Reasons for Writing Reports

- Persuasive
- Explanatory
- Discussive
- Informative

Report Characteristics

- Factual Orientation
- Circulation
- Frequency of Submission
- Formality
- Direct or indirect approach
- Arrangement of points
- Format - logical, sectional, creative

Course Outline (Continued..)

Collecting and Organizing the Report

- Define the purpose
- Analysis
- Collection
- Arrangement
- Examination

- Preparation
- Practical exercises

Writing the Report

- Introduction
- Body of report
- Conclusions and recommendations
- Sources/References
- Appendices
- Practical exercises

Presentation and Structure of Reports

- Layout

Headings

- Common structural patterns
- Most popular structure
- Terminology
- Title page
- Contents/body of data
- Summary and recommendations
- Abstract
- Appendices
- Practical exercises

Graphs, Tables and Diagrams

- Graphs
- Tables and diagrams

- Practical exercises

Editing the Report

- Proof reading
- Correcting
- Examining

- Practical exercises

Assignments to Participants of Writing Reports.

- Practical Exercises.
- Question and Answer Session.
- Action Planning Session.
- Course Summary and Evaluation.