

# Business Writing: Letters and Faxes Course



*“Most companies can’t afford writing errors that might cost them business in the long-run.”*

A study from College Board, a panel established by the National Commission on Writing, indicates that blue chip businesses in the U.S. are spending as much as \$3.1 billion annually on remedial writing training. Of this budget, \$2.9 billion was spent on current employees--not new hires. More than half of all responding companies report that they “frequently” or “almost always” produce technical reports (59 percent), formal reports (62 percent), and memos and correspondence (70 percent). Communication through e-mail and PowerPoint presentations is almost universal. “Because of e-mail, more employees have to write more often. Also, a lot more has to be documented,” said one respondent.

This course offers training in how to write business letters. It focuses on six types of letters commonly used in a business context. Through the process of learning about typical business writing conventions and writing a series of practice drafts, participants will develop the skills needed to prepare effective letters for almost any business writing situation.

## CURRICULUM

“One learns to write by writing” and this course is designed to maximize opportunities to write. Participants view videos showing model writing practices and then write drafts for feedback from a teacher facilitator. Although a mentor is always available, the onus is on the participant to make timely progress as they work through the activities in each of the six lessons in the course. Provided below are the expected learning outcomes for the course.

**Lesson 1 Learning Outcomes:** By the end of the lesson, you will be able to:

1. Use the standard features of the “Full Block” business letter format correctly; and
2. Demonstrate an understanding of how to prepare an effective written request for a business.

## PROGRAM OBJECTIVES

The course is facilitated by a teacher who is available to provide guidance and feedback. Participants follow a process that includes:

1. Watching three video presentations in each lesson;
2. Preparing a first draft and second draft based on a writing scenario;
3. Reviewing feedback from the instructor for each draft; and
4. Writing a final letter for a grade from the teacher.

Participants will learn standard business writing conventions and practices as well as develop advanced writing skills of relevance to business correspondence.

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**Lesson 2 Learning Outcomes:** By the end of the lesson, you will be able to:

1. Write a letter with correctly formed sentences and no sentence fragments; and
2. Demonstrate how to prepare an effective written announcement for a business.

**Lesson 3 Learning Outcomes:** By the end of the lesson, you will be able to:

1. Use the advanced features of the “Full Block” business letter format correctly; and
2. Demonstrate an understanding of how to prepare an effective written response for a business.

**Lesson 4 Learning Outcomes:** By the end of the lesson, you will be able to:

1. Write sentences that are clearly articulated; and
2. Demonstrate an understanding of how to prepare an effective written disagreement.

**Lesson 5 Learning Outcomes:** By the end of the lesson, you will be able to:

1. Use the standard features of the modified and semi-block format correctly; and
2. Demonstrate an understanding of how to prepare an effective referral letter.

**Lesson 6 Learning Outcomes:** By the end of the lesson, you will be able to:

1. Write a letter using sentence transitions effectively so that there is effective coherency; and
2. Demonstrate an understanding of how to prepare an effective written referral.

If you would like to take a closer look at the course activities and content, you can sign in as a guest by going to this link and using the following password guest1234 to enter the course: <http://amideastonline.org/enrol/index.php?id=2>

## PARTICIPANTS

This course is specifically designed for companies in the Middle East and North Africa who have employees who wish to improve their business writing skills. Participants are expected have a mid-intermediate level of proficiency in English as defined as a B1 on the CEFR scale. The online access to training content is largely self-directed and offered in an asynchronous format so participants can engage in the learning at times and in locations best suited to their circumstances.

## COURSE SCHEDULE

This course is available for participants to take at any time. Once signed up, a teacher facilitator is assigned to each participant. The facilitator will assist with getting started, provide guidance and feedback throughout the course, and grade written submissions. Since the course is self-paced, participants are expected to manage their progress through the course activities. They must complete all six lessons within a three-month period.

## SIGN UP PROCEDURES

Since participants are expected have a mid-intermediate level of proficiency in English as defined as a B1 on the CEFR scale, click the link below to take a quick English test to confirm eligibility. You'll need to create an account if you do not one already. Here's the link for instructions: <http://amideastonline.org/mod/adaptivequiz/view.php?id=3640>

If you have at least a B1 level of English, you can sign up for the course by contacting your local AMIDEAST office or by emailing [admin@amideastonline.org](mailto:admin@amideastonline.org).

## COURSE FEES