



ONLINE  
COURSE

# BUSINESS WRITING

BROCHURE

Communicate effectively when using the written word.

The Business Writing eCourse will equip you with the right skills and techniques for effective written communication in the workplace, including:

- Identifying common spelling and grammar issues in business writing.
- Recognising the basic concepts in sentence and paragraph construction.
- Identifying the basic structure of agendas, email messages, business letters, business proposals and business reports.
- Improving your proofreading skills.



#### DURATION

4 weeks online access



#### STUDY TIME

8-9 hours study time



#### INTERNATIONAL CERTIFICATION



#### CONTINUING EDUCATION UNITS (CEU'S)

0.9 CEU's



The  
**Leadership**  
CENTRE  
DEVELOPING TOMORROW'S LEADERS

Writing is a key method of communication for most people, and it is one that many people struggle with. Writing and communication skills have weakened with more and more people communicating through email and text messaging. Developing writing skills is still important in the business world as creating proper documents (such as proposals, reports and agendas), gives you that extra edge in the workplace.

The Business Writing eCourse will give you a refresher on basic writing concepts (such as spelling, grammar and punctuation) and an overview of the most common business documents. These basic skills will provide you with that extra benefit in the business world that people are missing.

## eCOURSE INCLUDES

- 4 Weeks Online Access
- Business Writing eBook per phase
- Business Writing and Exercises
- Quick Reference Sheet
- Online Exam
- International Certification

## KEY OUTCOMES

On completion of this eCourse, you will be able to:

- Identify common spelling and grammar issues in business writing.
- Identify the basic structure of agendas, email messages, business letters, business proposals, and business reports.
- Identify an overview of Request for Proposals, Projections, Executive Summaries and Business Cases.
- Apply techniques in improving your proofreading skills.
- List guidelines in printing and publishing business writing.

## CERTIFICATION & ACCREDITATION

You are required to complete an online multiple choice exam with a pass mark of at least 80%.

The Leadership Centre is accredited by the International Association for Continuing Education and Training (IACET) and is authorized to issue the IACET CEU.



## TECHNICAL REQUIREMENTS (COMPUTER)

- A computer with Microsoft Windows operating system (98, NT, 2000, XP, Vista, or Windows 7) or Mac OS X (10.5 Leopard or higher).
- A computer with Microsoft Office 2000 or higher.
- A high speed internet connection and a web browser (Firefox is highly recommended as there are incompatibility issues with Internet Explorer).
- Adobe Reader (free software).

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## GET IN TOUCH

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Should you have any queries, please contact us at The Leadership Centre.

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## HAPPY LEARNING

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The Leadership Centre Team

