



## **EFFECTIVE BUSINESS COMMUNICATION SERIES**

The Effective Business Communication series provides the writing skills learners will need to effectively communicate in a business setting. They'll learn how to prepare for a writing task, and about strategies and skills for effective word choice, sentence building, and paragraph design.

### **COURSE 1: THE PLANNING WORKSHEET**

- Describe the benefits of using a planning worksheet
- Determine the basic prerequisites of your business communication
- Identify the audience of your business communication
- Decide the format, style, order, and attachments of your business communication

### **COURSE 2: WRITING SKILLS**

- Identify the five qualities of effective words
- Identify the rules of correct word usage
- Identify the guidelines for nondiscriminatory language
- Build effective sentences
- Recognize and correct common sentence faults
- Design paragraphs successfully

### **COURSE 3: PATTERNS OF DEVELOPMENT**

- Define each informative prose pattern
- List business applications for each pattern
- Provide examples of each informative prose pattern

### **COURSE 4: LETTERS**

- List the acceptable letter-writing formats
- Discuss three categories of letters
- Determine which style of writing is best for a particular situation
- Write neutral, positive, negative, and persuasive letters

### **COURSE 5: MEMOS, E-MAIL AND OTHER COMMUNICATIONS**

- Discuss memos
- Explain proposals
- Create a press release
- Describe e-mail and faxes



## **COURSE 6: REPORTS**

- Describe the general characteristics of formal reports
- Describe acceptable formats of reports
- Explain how formal, informational, analytical, and persuasive reports should be organized

## **COURSE 7: DOCUMENTATION**

- Understand the importance of planning your projects
- Select information relevant to your audience
- Identify and set up the standard sections of a document
- List the four rules of producing effective documentation
- Use charts, graphs, and tables to illustrate steps in the procedures you are documenting
- Choose the best formatting characteristics for your documentation project