



Overview

Any effective business writing course nowadays requires a strong ICT element, with learners actually at the keyboard. Business Writing takes an interactive approach to helping course participants produce effective emails, letters, SMS and reports.

Who is it for?

Business Writing is ideal for schools, colleges, universities and adult education centres preparing their students for the workplace. Business Writing is enjoyable, thought-provoking and always practical.

Versions

International English

North American English

Indian English

Coverage and approach

Business Writing focuses on the nuts and bolts of writing: the writing process, clarity, appropriacy, vocabulary and grammar. Presentation and practice activities include working on model business documents, listening to short talks, attempting quizzes and writing responses to authentic business texts such as advertisements. The topic matter is always up-to-date and relevant. (Should I use abbreviations in my emails? Can I use jargon in a report to my workgroup? How do I write a covering letter for a job application?)

Each of the ten units then leads on to extensive writing activities, where learners write a report, an email, or another business document based on a context built up over previous exercises.

Additional resources

Learners also have access to an integrated website which includes MP3 downloads, study sheets, a library of model letters and reports, model answers and useful links.