

Business Writing Skills Training

Course Duration: 08 Hours

Course Code: BWS

1. Course Overview

Business Writing Skills Training is designed to help professionals communicate clearly, concisely, and effectively in a corporate environment. This course focuses on improving written communication for emails, reports, proposals, and business documents, ensuring clarity, professionalism, and impact in every message.

2. What You'll Learn

- Fundamentals of professional business writing
- Writing clear and concise emails
- Structuring reports and business documents
- Tone, grammar, and punctuation essentials
- Writing persuasive proposals and presentations
- Avoiding common writing mistakes
- Editing and proofreading techniques

3. Target Audience

- Working professionals in corporate roles
- Digital marketers and content writers
- Sales and customer support teams
- Managers and team leaders
- Fresh graduates entering the corporate world

4. Pre-Requisites

- Basic understanding of English language
- No prior writing experience required
- Willingness to improve communication skills

5. Course Content

Module 1: Introduction to Business Writing

- Importance of effective communication
- Types of business writing

Module 2: Email Writing Skills

- Professional email structure
- Subject lines and tone
- Do's and Don'ts

Module 3: Report Writing

- Types of reports
- Structuring and formatting
- Data presentation

Module 4: Grammar & Clarity

- Common grammar mistakes
- Sentence construction
- Clarity and readability

Module 5: Writing Proposals & Documents

- Business proposals
- SOPs and formal documents
- Persuasive writing techniques

Module 6: Editing & Proofreading

- Reviewing content
- Tools and techniques
- Final polishing

