

COURSE TITLE	EFFECTIVE BUSINESS WRITING
COURSE AIM	Participants learn how to use writing as an effective tool in communicating. One learns how to communicate information. They learn how to use the writing process to construct a well-defined idea and focus on a specific audience. One also learns the proper format for various written pieces, such as business letters, e-mail messages, and memos.
COURSE CONTENTS	<ol style="list-style-type: none"> 1. Identify and avoid common writing pitfalls 2. Follow various writing guidelines 3. Understand why word choice is important 4. Properly structure a paragraph 5. Use positive and negative messages effectively
DURATION	12 hours
SCHEDULE	Twice a week, evenings.
VENUE	At the ETC Training Complex in Hal Far.
INTENDED FOR	Mature adults who are highly motivated to pursue further studies and proficient in the English Language.
FEE	Nil
CERTIFICATION	The Institute will award Certificates to candidates who pass a final examination set by the Institute.

