

BUSINESS WRITING

S. No.	Module	Training Objective	Focus Areas	Method(s) of Instruction	Duration - Breakup	Total Duration
1	Welcome	To give participants an overview of the Training Program; allow participants to set ground rules during training and formulate collective training objectives.		Instructor-led PowerPoint including open-ended questions for eliciting objectives	30 min.	30 min.
2	Pre-training Assessment	Assess the business-writing skills of the participants through an assessment		Assessment Evaluation Feedback	60 min. (assessment) + 15 min. per participant (evaluation) + 10 min. per participant (feedback)	60 min. (for the assessment) The duration for assessment, evaluation, and feedback depends on the total number of participants in the program.
3	An Introduction to Business Writing	To enable trainees understand the importance of the competitive edge that they and their organization would gain by exuding professionalism in their written correspondences with colleagues and customers.	Importance of Effective Writing in Business Structure of Business Writing	Writing Exercise ILT	30 min. (exercise) + 10 min. (instruction)	40 min.
4	Getting to the Point	To enable participants write effective correspondences to colleagues as well as customers by identifying the purpose;	The ABC of Getting to the Point A - Accuracy B - Brevity C - Clarity	Written Exercises ILT	45 min. (exercises) + 15 min. (instruction)	60 min.
5	Using Paragraphs and Lists		Structuring & Sequencing Paragraphs Using Bulleted and Numbered Lists	Sequencing Activity Writing Exercise ILT	30 min. (activity) + 10 min. (exercise) + 20 min. (instruction)	60 min.
6	Framing Effective Questions		Using Precise Questions Open- and Close-ended Questions and Where to Use Them Question Types to Avoid	Written Exercise ILT	15 min. (exercise) + 30 min. (instruction)	45 min.

7	Tone	considering the customer's perspective; structuring the correspondence for maximum impact; and using appropriate words, phrases, and questions.	Importance of Tone in Writing Choosing the Right Tone	Written Exercises ILT	60 min. (exercises) + 30 min. (instruction)	90 min.
8	Grammar	To enable participants identify and eradicate some of the most common errors when writing business messages. To enable participants write confidently and clearly by using all punctuation marks effectively.	Punctuation Spelling Mistakes with Homonyms Subject-verb Agreement Adjectives & Adverbs Prepositions & Articles Active & Passive Voice Pronouns Tenses	Written Exercises Grammar Assessments ILT	30 min. (exercises) + 60 min. (assessments) + 30 min. (instruction)	120 min.
9	Post-training Assessment	Assess the business-writing skills of the participants through as assessment		Assessment Evaluation Feedback	60 min. (assessment) + 15 min. per participant (evaluation) + 10 min. per participant (feedback)	60 min. (for the assessment) The duration for assessment, evaluation, and feedback depends on the total number of participants in the program.