



RTO provider code: 60034

Business Skills
IT Solutions
Qualifications



Business Writing Skills (Advanced)

National Competency Standard (BSB):
BSBWRT401 Write complex documents

Course Objectives

This course builds on material presented in NDA's Business Writing Skills (Basics) course. It teaches how to plan, structure, write and edit credible and convincing documents – including reports, proposals, training manuals, tenders and grant applications.

Pre-Requisites

We recommend that people attending this course should have previously attended NDA's Business Writing Skills (Basics) course or have equivalent skills.

Duration

1 day.

Course Outcomes

1. Understand the significance of good business writing.
2. Be clear about your aims and objectives.
3. Be creative in identifying persuasive content.
4. Create logical document structures.
5. Overcome writer's block.
6. Write to the needs of your audience.
7. Use correct punctuation.
8. Revise text and edit text effectively.
9. Achieve polished and professional presentation.

Optional Assessment

This is a nationally recognised training program. Participants who successfully complete the optional assessment component of this course will receive a Statement of Attainment for the unit(s) of competency outlined above (additional fee applies – please enquire when you book). Exercises completed during the course will be used as evidence towards unit competency. Participants who choose not to be assessed will receive a Certificate of Attendance.

Business Writing Skills (Advanced)

Course Content

Course overview

- The structure of a formal report
- Front matter
- Main text
- Back matter

Different types of report

- Writing to inform
- Writing to persuade
- Using keywords to persuade

How to prepare a business document

- Write down your aim
- Start with prewriting
- Organising information
- Overcoming writer's block
- Achieving continuity in your writing
- Summary

How to write for business readers

- Be concise
- How to write effective paragraphs
- How to check the readability of your work
- Use active rather than passive verbs
- How to use correct punctuation
- How to use the comma
- How not to use the comma
- How to use the colon
- How to use the semicolon
- How to use dashes
- How to use abbreviations
- How to use bulleted and numbered lists
- Summary

How to revise and edit text

- How to revise text
- How to edit text
- Summary

How to write persuasively

- Use keywords to engage readers
- Display conviction
- Quantify costs and benefits
- Present the data professionally
- Summary

Word processing reports

- What is a long document?
- Achieving word processing goals

Writing proposals

- Know your client
- Know your competition
- Know your weaknesses
- Know the assessment process
- Reading a Request for Proposals
- Focus on client needs
- Define the scope
- Establishing credibility
- Include a covering letter
- Final checks before submitting a proposal

Writing grant applications

- Writing a grant application

Glossary