

# Advanced Business English Diploma Course Synopsis

**Module 1. Introduction to The Course.** How to proceed with your studies.

**Module 2. Writing Style and Techniques I.** The importance of good grammar – the correct use of nouns, pronouns, participles, conjunctions and prepositions – using consistent verb tenses – subject/verb agreement – active-v-passive verbs.

**Module 3. Writing Style and Techniques II.** The 6 Cs: correctness, conciseness, clarity, coherence, completeness and courtesy – write direct to your reader – give all necessary details – avoid repetition, cliché and slang – the use of idioms and jargon – similes, metaphors and proverbs – writing sentences and paragraphs that help your reader.

**Module 4. How to Write Effective Letters.** What is a good letter? – planning and focus – deciding content, length, style and tone – dangers to avoid – structure – how many paragraphs? – how to organise content – linking words – beginning and ending your letters – the 'body' of the letter – checking your letters. Examples are given of over 30 various types of correspondence that you might be expected to use in business situations.

**Module 5. Writing Sales Letters and Direct Mail.** How to write good sales letters – why people buy – how to deal with the main benefit – the effective use of a P.S. – introducing further benefits – how many drafts to write? – follow-up letters – how many to send? A longer example explained.

**Module 6. Compiling Forms and Questionnaires.**

**Module 7. Writing Notices and Memos.** Formal and informal notices – style and language to use. What is a memo? – layout – the message – writing style – tone – longer memos used as short reports.

**Module 8. Report Writing.** Why are you writing? Who are you writing for? What are you writing? How are you going to write it? Form and layout of reports – checking your work – common problems associated with report writing.

**Module 9. Presenting Visual Information.** Supporting your written work with visual information – simple graphs – bar charts – pie charts – pictograms – diagrams – plans – sketch maps – charts – tables – how information can be misrepresented.

**Module 10. Curriculum Vitae, Testimonials and References.** How to prepare your C.V. Applying for a job – sources of jobs – replying to an advertisement. Three different methods of job applications: C.V. plus covering letter – longer letters of application – application forms. Writing testimonials – tone and language to use – some useful adjectives. Writing references – confidentiality – be fair and accurate – more useful adjectives.

**Module 11. Writing Newsletters, Articles and Press Releases.** Writing for newsletters and house journals – style, tone and length of articles – planning your article – the importance of facts – how to close the article – revising your work – presenting your manuscript. Press releases and how to write them – the importance of the title, layout and presentation.

**Module 12. Preparing a Business Plan.** Reasons why you need a business plan – your strategic plan – your operational plan – files you need to keep – your mission statement – your outline business plan – a 21-point check-list to follow. Looking ahead.