



This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

## COURSE OUTLINE - Business Writing

### Course Specifications

**Course Number:** AX084–003

**Course length:** 0.5 (4 hours)

**Prerequisites:** None

## Topic-Level Outline

### Unit 1: Writing Skills

Topic A: Basic Writing Skills

A–1: Discussing basic writing skills

A–2: Discussing the writing process

Topic B: Effective Sentences and Paragraphs

B–1: Choosing the right words

B–2: Discussing sentences

B–3: Identifying the components of effective paragraphs

### Unit 2: Writing Specific Messages

Topic A: Business Letters and Reports

A–1: Discussing business letters and reports

A–2: Writing brief messages

Topic B: Writing Opinionated Messages

B–1: Discussing apology letters

B–2: Discussing complaint letters

B–3: Discussing persuasive messages

TOC Continue...

### Unit 3: Understanding Proposals

Topic A: Proposals

A–1: Discussing proposal types

Topic B: Client–focused Proposals

B–1: Knowing your client

B–2: Identifying effective writing for proposals

### Unit 4: Letter Proposals

Topic A: Writing a Letter Proposal

A–1: Writing the opening

A–2: Writing the body

A–3: Writing the closing

Topic B: Visually Appealing Proposals

B–1: Making a proposal visually appealing

### Unit 5: Formal Proposals

Topic A: Structuring Formal Proposals

A–1: Structuring a cover letter

A–2: Formatting a title page

A–3: Creating a table of contents

A–4: Writing an executive summary

A–5: Structuring the body

A–6: Discussing appendices

Topic B: Visual Elements and Editing

B–1: Using visual elements

## ABOUT US

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (<http://www.collegeafricagroup.com>)

## ACCREDITATION

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

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Excel Essentials 2013 [Ebook](#), workbooks, and solutions.  
Excel Intermediate 2013 [Ebook](#), workbooks, and solutions.  
Excel Advanced 2013 [Ebook](#), workbooks, and solutions.  
Excel comprehensive online courses, email for more details.



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