

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 correspondence 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; considering the customer's perspective; structuring the correspondence for maximum impact; and using appropriate words, phrases, and questions.	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		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 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.

E-mail Etiquette in 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	To assess where participants stand with regard to e-mail etiquette through as assessment.		Assessment Evaluation Feedback	45 min. (assessment) + 10 min. per participant (evaluation) + 5 min. per participant (feedback)	45 min. (for the assessment) The duration for assessment, evaluation, and feedback depends on the total number of participants in the program.
3	Importance of E-mail Etiquette	To enable participants understand some of the advantages as well as disadvantages of using e-mail as a communication tool, and also the different perceptions that could be communicated on e-mail based on how e-mails are written.	E-mail Writing: Perceptions	The Story Game ILT	20 min. (game) + 10 min. (instruction)	30 min.
4	Greetings, Openings, Closings, and Contact Information	To enable participants use proper structure, greetings, and signatures on e-mail.	Using the Right Greeting Using the Right Name and Title Using Punctuation Addressing Groups Using Signatures	Brainstorming Sessions Exercises with Sample E-mails ILT	15 min. (brainstorming) + 15 min. (exercises) + 15 min. (instruction)	45 min.
5	Spacing	To enable participants organize the information in their e-mail better to enhance ease of readability and comprehension.	Structuring the E-mail Using Paragraphs & Lists	Exercises with Sample E-mails ILT	15 min. (exercises) + 15 min. (instruction)	30 min.
6	Subject-lines and Replies	To enable participants use proper subjects on e-mail. To expose participants to various tips for them to discern who the recipients of their e-mail responses should be.	Writing an Effective Subject Line Content-specific Subject Lines Creative Subject Lines Replying by Maintaining the Thread Using "Reply To" and "Reply All"	Video Clips Writing Exercises ILT	10 min. (video clips) + 10 min. (writing exercises) + 15 min. (instruction)	35 min.
7	Enclosures	To expose participants to some of the advantages and disadvantages of using attachments, and help them exercise care while working with attachments / pasting additional information in their e-mail messages.	Using Attachments & Pasting Information	Video Clip ILT	15 min. (video clips) + 10 min. (ILT)	25 min.
8	Using the "To" and "Cc" Columns	To expose participants to various tips for them to discern who the recipients of their e-mail messages should be.	When To Cc Sending Group E-mails Using "Bcc" Forwarding	Exercises with Sample E-mails ILT	15 min. (exercises) + 15 min. (instruction)	30 min.
9	Screen Appearance	To enable participants enhance the "look and feel" of all their e-mail messages.	Symbols & Borders Graphics Fonts	Exercises with Sample E-mails ILT	15 min. (exercises) + 15 min. (instruction)	30 min.
10	Flaming	To expose participants to tips and techniques to avoid exchanging confrontational messages on e-mail and also manage their emotions better while responding to a flame.	Common Errors Ways To Handle Flaming Tips To Avoid Flaming	Video Clips Written Exercises ILT	10 min. (video clip) + 35 min. (written exercises) + 15 min. (instruction)	60 min.
11	Post-training Assessment	Assess where participants stand with regard to e-mail etiquette through as assessment		Assessment Evaluation Feedback	45 min. (assessment) + 10 min. per participant (evaluation) + 5 min. per participant (feedback)	45 min. (for the assessment) The duration for assessment, evaluation, and feedback depends on the total number of participants in the program.