

EXECUTIVE SUMMARY

Business Writing Skills

NQF Level 4

Faculty of Business: Management Sciences

Learning Programme Title	Business Writing Skills
Learning Programme ID	110023 and 12153
Registration End Date	2018-06-30
Last Date for Enrolment	2019-06-30
Duration	3 Days
NQF Level	4
Credits	11

Knowledge Leadership Management

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TETA Accreditation No.TETA11-128 and Extension of Scope with W & R SETA.



Learning Assumed To Be In Place	<ul style="list-style-type: none">▪ It is assumed that people starting to learn towards this standard are able to:▪ Communication at NQF Level 3▪ Mathematical Literacy at NQF Level 3▪ Computer Literacy at NQF Level 3.
Originating Qualification	FETC Business Administration Services (NLRD 61595)

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Specific Outcomes

The qualifying learner is capable of:

- Relating the purpose, content, form, frequency and recipients of a range of reports to the information needs of a selected business
 - Identifying information sources and organisational procedures for obtaining and distributing information relevant to a selected business function.
 - Compiling reports related to a selected business function, ensuring content and format are appropriate to information requirements and that reporting deadlines are met
 - Liaising with relevant parties and verifying that reported information is in accordance with requirements and purpose of the report.
 - using textual features and conventions specific to texts
 - identifying the intended audience for the communication
 - identifying the purpose of a text
 - selecting the appropriate text type, format and layout for the purpose
 - organising and structuring a technical text appropriately
 - using appropriate grammar conventions
- drafting and editing a technical text
 - recognising errors and checking for accuracy
 - presenting the same information in different ways
 - using plain language in business

Content Outline

The following aspects are addressed:

- Main Categories of Business Reports
- Regular Types of Business Reports
- Information Needs and Report Purposes
- Report Templates
- Report Purposes, Recipients and Frequency of Distribution
- Sources of Information
- Levels of Confidentiality
- Compiling Reports using Current Information
- Characteristics of Effective Reports
- Creating Templates for Reports
- Using Identified Information Sources
- Distributing Reports to Meet Specific Deadlines
- Listing Recipients, Comments and Overall Ratings of Reports
- Evaluating the Usefulness of Recipient Comments
- Making Changes to Reports According to Recipients' Suggestions
- What are Business Texts?
- What types of Business Texts are used in Direct Marketing?
- Principles of Direct Response Marketing
- Design and Format of Direct Marketing Material
- Advantages and Disadvantages of Direct Marketing
- Producing Business Texts
- Making sure that Punctuation used is Correct
- Synthesis of Information from Texts
- Uniformity of Presentation
- Consequences of Non-compliance for Specific Document Requirements
- Appropriate Use of Terminology and Conventions in a Business Environment
- Knowing Your Audience
- Writing purpose
- Understanding Client Needs
- Consumer Conformity / Non-conformity
- Effective Advertising/Marketing
- Style of Presenting Advertisements
- Ask the right Questions to gather the Relevant Information
- Sources of Information
- Proof Reading
- The Approach to Writing Business Texts

Content Outline

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| <ul style="list-style-type: none"> ▪ Persuasive Business Writing ▪ Business Reports ▪ It's OKAY to be Plain! ▪ Creative Ways of Presentation ▪ Technical Editing ▪ Checking for Factual Correctness | <ul style="list-style-type: none"> ▪ Logical Format ▪ Text Format and Layout ▪ Formatting Techniques ▪ Measure your Response ▪ Proofread the Final Draft ▪ Use a Checklist to Avoid Mistakes |
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Unit Standards

ID	Unit Standard Title	Level	Credits
110023	Present information in report format	4	6
12153	Use the writing process to compose texts required in the business environment	4	5
		Total	11