

BUSINESS WRITING CERTIFICATION

As per International Standards



UNICHROME

Unichrone Training **Advantages**

- ✓ 1 Day Interactive Instructor-led Online/Classroom or Group Training
- ✓ Course study materials designed by subject matter experts
- ✓ Mock Tests to prepare in a best way
- ✓ Highly qualified, expert & accredited trainers with vast experience
- ✓ Enrich with Industry best practices and case studies and present trends
- ✓ Business Writing Training Course adhered with International Standards
- ✓ End-to-end support via phone, mail, and chat
- ✓ Convenient Weekday/weekend Business Writing Training Course schedule



About Unichrone

✓ We are a professional training institute with an extensive portfolio of professional certification courses. Our training programs are meant for those who want to expand their horizons by acquiring professional certifications across the spectrum. We train small- and medium-sized organizations all around the world, including in USA, Canada, Australia, UK, Ireland and Germany.



Guaranteed Quality



Handpicked Trainers



Global Presence



Online Training Option

We've trained professionals across global companies

PHILIPS

AXCESS
FINANCIAL PRODUCT MANAGEMENT

CLARIANT



AkerSolutions

WÜRTH

baycoat

DU PONT

DASHTI

GlobalSign

Triskele Labs

مصرف الراجحي
Al Rajhi Bank

DHL

ARASCO



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Importance of Business Writing Training

- ✓ Attaining effective communication skills is of paramount importance in the corporate world. Professional Business Writing Certification is a tangible recognition that authenticates that an individual has focussed and enhanced their Business Writing skills. It is a certification course that polishes and augments professionalism in writing, underlining the importance of grammar, syntax, tone, and style in formal writing. This can provide participants with techniques for intelligible and concise Business Writing and formulating persuasive and compelling messages.
- ✓ The aim of Business Writing Training is to produce participants who will be able to competently engage in professional writing. With a focus on each area, candidates will be able to produce professional and precise written documents, point by point, persuasively. Some of the topics covered in curriculum include business communication, appropriate use of email, report writing, proposal writing, and scripting of presentations. More so, at end, participants will be in a position to understand grammar, style, and structuring to enable them to convey complicated concepts and facts.

ELIGIBILITY CRITERIA

- ✓ Aspirants need not meet any requirements to pursue Business Writing Training Course. However, having prior knowledge is beneficial.

WHO SHOULD ATTEND

- ✓ Any individual who wants to gain skills to understand Business Writing can enroll in the Business Writing Training course.

BUSINESS WRITING CERTIFICATION ADVANTAGES



CERTIFIES
YOUR TALENT



HELPS
BUILDING
VALUES



GLOBAL
RECOGNITION



PERFECT
EXECUTION



BUILDS
CUSTOMER
LOYALTY



MORE
EMPLOYABILITY
OPTIONS

Syllabus of Business Writing Training

Lesson 01 – Introduction to Effective Communication

1.	Definitions of Effective Communication
2.	Verbal and Non-Verbal Communication
3.	Aids and Barriers of Effective Communication
4.	Why is Effective Communication Important?

Lesson 02 – Effective Communication Writing Essentials

1.	Who is Your Audience?
2.	Engaging Your Audience
3.	7 C's of Effective Communication
4.	Dealing with Common Errors
5.	Apostrophes
6.	Why are Apostrophes Important?
7.	Quotation Marks, Commas, Semicolons, and Colons
8.	Hyphens
9.	Dashes
10.	Standard Salutations/Greetings and Complimentary Closes
11.	Planning, Reviewing, and Sending Written Information

Syllabus of Business Writing Training

Lesson 03 – Report Writing

1.	What is a Report?
2.	Effective Report Writing
3.	Structure of a Report

Lesson 04 – Key Skills for Effective Communication

1.	Reading Skills
2.	Applying Reading Skills
3.	Effective Reading Skills
4.	Effective Listening Skills
5.	Positivity and Assertiveness
6.	What Does It Mean to Be Assertive?
7.	Persuasive Communication and Persuasion
8.	What is Influencing?

Syllabus of Business Writing Training

Lesson 05 – Making Your Pitch

1.	What are You Presenting?
2.	Key Benefits of Spoken Communication
3.	Drawbacks of Spoken Communication
4.	Elements of a Professional Presentation
5.	Common Public Speaking Fears
6.	Common Myths
7.	Tips for Public Speaking
8.	5 P's
9.	Visual Aids
10.	Presentation Essentials
11.	Tips for Timings (and Nerves)

Lesson 06 – 7 C's of Effective Communication

1.	Completeness
2.	Conciseness
3.	Consideration
4.	Clarity
5.	Concreteness
6.	Courtesy
7.	Correctness

Exam Format of Business Writing Certification

Examination Format	
Exam Name	Business Writing Exam
Exam Format	Multiple Choice
Total Questions & Duration	30 Questions, 1 Hour
Passing Score	Minimum passing score of 70%
Exam Cost	Included in training fee

To get you fully prepared with the knowledge and skills for Business Writing, a training session at Unichrone gives immense importance to mock questions at the end of every module and problem-solving exercises within the session. Prepared by certified faculty, the practice tests are a true simulation of the Business Writing exam.

Contact Us

support@unichrone.com



<https://unichrone.com/>

