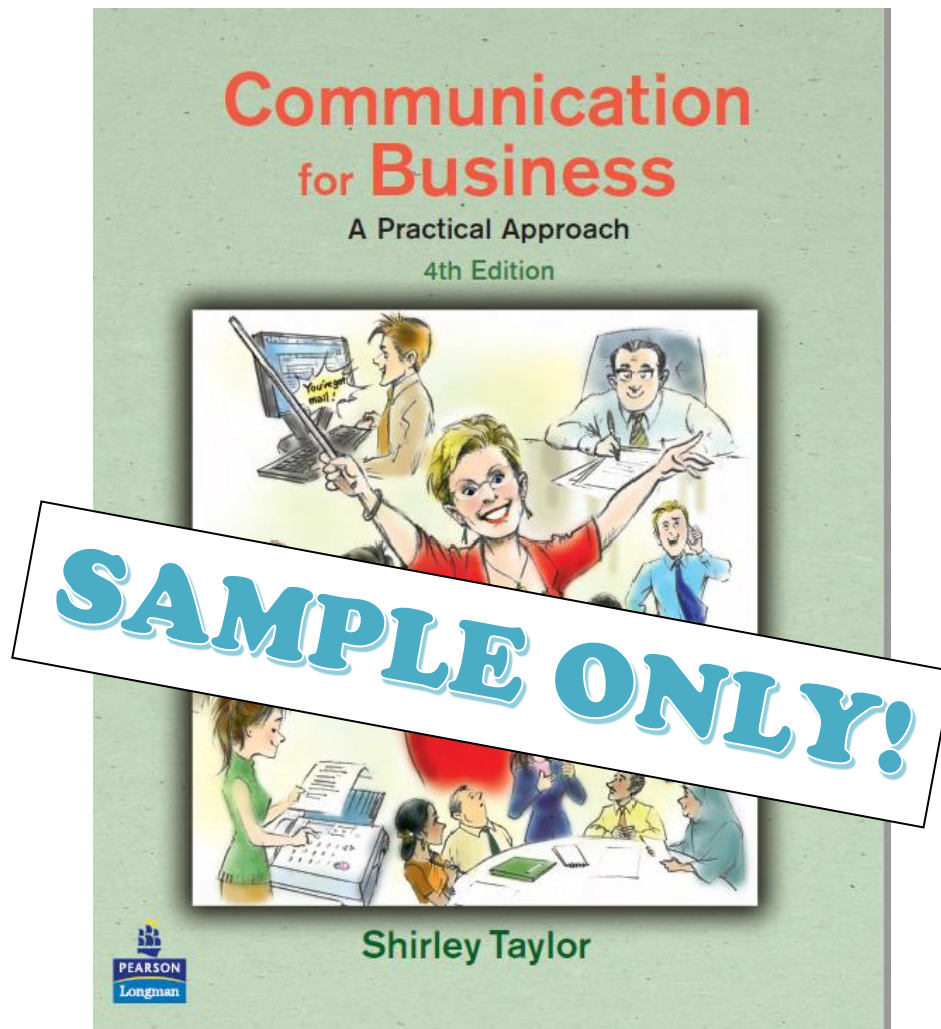


This course is taught by using this commercial book. Students were assigned to buy the book.



These only the sample, if you want more details of this book, please contact the distributor in your country.

#Credit : Taylor, S. (2005). Communication for Business: A Practical Approach. 4th edition. Pearson Longman

Section
2

Business letters

SAMPLE ONLY!

Unit 4

Introducing the business letter

LEARNING OUTCOMES

After studying this unit you should be able to:

- State the main details found on letterheaded paper
- Design letterheaded paper
- Discuss the various parts of a business letter and continuation

SAMPLE ONLY!

- Write business letters and documents in fully blocked
- Explain how business documents are structured
- Describe the four-point plan for structuring business communications
- Compose a variety of simple business letters
- State the main points to remember about business letters

Unit 5

Rules of good writing

LEARNING OUTCOMES

After studying this unit you should be able to:

- Understand the key rules of writing relating to all business documents
- Identify and correct examples of poor business writing

■ Identify examples of poor terminology used in business writing
■ Identify examples of poor punctuation used in business writing

■ Identify examples of poor spelling used in business writing

- Compose business letters using appropriate language and format
- Understand the principles of effective business writing
- State the main points to remember about composing business letters

SAMPLE ONLY!

Unit 6

Recruitment correspondence

LEARNING OUTCOMES

After studying this unit you should be able to:

- State all the documents involved in the process of recruiting staff
- Compose realistic business documents that may be used in the recruitment process:

SAMPLE ONLY!

Offer of employment
Job description
Letter of acceptance
Letter of resignation