



DEPARTMENT OF SCIENCE & HUMANITIES

Online Course	High-Impact Business Writing
Faculty attended	M. IDA
Learning Outcome	To write professionally for Business communications
Summary / Content of the programme	<p>“High – impact Business Writing” dealt with general writing and big picture issues. It discussed the type of language choices one needs to make, including the tone of writing, the formality of writing important considerations in planning the document and word choices and the importance of brevity and clarity in business writing. Further, it explained that Word choice and sentence structures should align with the goal of being brief and to the point; and information about the use of high impact words, avoidance of jargon and colloquialisms, and how to write documents with some technical complexity. The Course gave an idea regarding how to proceed to ensure that one creates a high-quality, high-value, easy to understand document in the most efficient manner possible. The Course addressed business writing, which generally has a purpose of providing information or requesting it, providing an analysis, a recommendation or explanation, proposing a course of action, a settlement or agreement and hence its modules were coupled with strategic approaches to prepare documents, primarily, more complex documents such as reports, proposals, and business cases. The Course’s several activities helped to think and work on the concepts presented in all the modules and gave a Quiz at the end to check the learner understands.</p> <p>To write effective business communications, including bad news, good news, persuasive writing, presentations, emails, memos, business reports and press releases, to edit and proofread business documents, to write for a global market are the content of the Course.</p> <p>Introduction to Business writing, Editing, Revising, Proof reading, Spelling, grammar and punctuation considerations, Document types and their</p>

	considerations, Writing Formal and Informal communication are the sub modules integrated into the Content, leaving a 'High-impact learning experience.'
Suggestions / comments of Faculty	The Course gave a wide range of details about the art of writing that can leave a high impact in communications for business or academic aspects. The Course was highly educational.