

MONA SCHOOL OF BUSINESS & MANAGEMENT
THE UNIVERSITY OF THE WEST INDIES, Mona

COURSE OUTLINE

Programme: Executive Development Courses

Course Title: **Business Communication SBSC 6208**

Contact Hours: Twenty-four (24)

COURSE OUTLINE:

Module 1:- Fundamentals of Good Writing

Good writing and clear thinking go hand in hand. This module is designed to help participants sharpen their critical thinking skills and apply these skills to producing clear, effective writing for results in today's business environment

The module is based on the principle of writing as audience-centred, purpose-driven argumentation, or discourse, and will use argumentation/discourse strategies for improving the clarity and power of writing as a communication event. Basic principles, tools and techniques of critical thinking, communication and writing will be offered with practice in their effective use. A brisk review of grammar essentials will be done, interwoven into the rest of the module.

OBJECTIVES:

Upon completion of **Fundamentals of Good Writing**, participants should be able to:

1. Apply basic principles of communication to writing more effectively for results
2. Apply basic principles of argumentation and critical thinking to writing more effectively for results
3. Use tested tools and techniques like the 5Ws and 7Cs to produce audience-centred, purpose-driven writing output

4. Write and edit material more thoroughly for grammatical correctness

CONTENT:

- Diagnostic assessment of writing responsibilities
- Basic principles of communication applied to writing for results
- Writing as argument for persuasion
- Four keys to clearer writing for better results
- Using the Rhetorical Triangle for more effective writing for better results
- Using the 5Ws for more effective writing for better results
- Using the Inverted Pyramid of Priority for more effective writing for better results
- Using the 7Cs for more effective writing for better results
- Correctness: Language skills for writing correctly for better results.

Module 2:- **Critical Thinking and Effective Writing for Managers**

Critical Thinking and Effective Writing for Managers workshop is designed to build skills in critical thinking applied to writing more effectively and persuasively. The course is based on the principle of writing as audience-centred, purpose-driven argumentation, or discourse, and will use argumentation/discourse strategies for improving the clarity and power of writing as a communication event. Basic principles, tools and techniques of critical thinking, communication and writing will be offered with practice in their effective use.

OBJECTIVES:

From the workshop on **Critical Thinking and Effective Writing for Managers**, participants should be able to:

1. Apply principles of communication to writing more effectively
2. Apply principles of argumentation and critical thinking to writing more effectively
3. Use the steps of the Writing Process to improve writing output
4. Use tested tools and techniques like the 5Ws and 7Cs to produce audience-centred, purpose-driven writing output

CONTENT:

- Diagnostic assessment of writing responsibilities
- Basic principles of communication applied to writing
- Writing as argument
- Four keys to effective writing
- Using the Rhetorical Triangle [Logos, Ethos, Pathos] for effective writing
- Using the 5Ws for more effective writing
- Using the Inverted Pyramid of Priority for more effective writing
- Using the 7Cs for more effective writing
- The Writing Process
- Correctness: Language skills for effective written communication.
- Summary writing from structure of argument

METHOD:

The module will use a mixture of facilitator's short presentations, demonstrations, handouts, and lots of hands-on practice exercises to achieve the objectives.

EVALUATION:

Participants will be asked to write a response to a current organizational issue. Certificates of Achievement will be awarded to those participants who attain the prescribed levels of attendance and performance.

Module 3:- Introduction to Report Writing:

Writing reports is a basic part of the manager's job. Your work is only as good as the reports you produce. This module in Report Writing is designed to improve your skills for briskly producing, on time, on target, audience-centred, purpose-driven, persuasive reports for the decision-making processes within your organization.

OBJECTIVES:

At the end of the workshop, participants should be able to:

1. Apply principles of communication to report writing
2. Apply techniques of argumentation and critical thinking and writing to the preparation of reports

3. Select appropriate structures and strategies for effective presentation of reports
4. Construct winning reports for meeting audience needs and to purpose specifications

CONTENT:

- The place of the report in management: Purpose. Time. Costs
- Basic principles of communication applied to report writing
- The Writing Process
- Argument strategy for persuasive appeal in reports
- Narrative-descriptive, Analytic, and Evaluative reports and difference in value for decision-making
- Structure of the Technical Report
- The use of graphics in the technical report
- The Executive Summary
- Formatting reports for effective presentation

METHOD:

The workshop will use a mixture of short presentations by the facilitator, handouts, reflection on participants' current work, and hands-on practice exercises to achieve the objectives.

EVALUATION:

Participants will be asked to prepare a short report. Certificates of Achievement will be awarded to those participants who attain the prescribed levels of attendance **and** performance.

Module 4:- Introduction to Proposal Writing:

The Proposal, a persuasive action plan which is submitted to decision makers for approval, is a vital business communication document. This six-hour proposal writing module teaches effective proposal writing as a problem-solving and influencing activity rooted in argumentation/discourse strategies and requiring effective planning, researching, writing and presentation skills.

OBJECTIVES:

Upon completion of **Proposal Writing**, participants should be able to:

1. Explain the uses of proposals in business communication

2. Describe the key components of proposals
3. Apply basic principles of communication to writing winning proposals
4. Apply basic principles of argumentation and critical thinking to writing winning proposals
5. Use effectively in their own work the processes and strategies of producing winning proposals, from conceptualization and research to formatting and packaging

CONTENT:

1. The nature and purpose of proposals
2. Origins of proposals
3. Diagnostic assessment of participants' proposal writing responsibilities
4. Proposals as arguments to convince a skeptical audience.
5. Terms of Reference. Scope. Specifications
6. Problem ←Justification → Solution structure of proposals
7. Quantifying proposals
8. The Budget
9. Technical, Management and Budget sections of long proposals
10. Using visuals in proposals
11. Formatting and packaging short proposals

METHOD:

The module will use a lively mixture of facilitator's short presentations, demonstrations, handouts, participants' reflection on their current work, and hands-on practice exercises to achieve the objectives.

EVALUATION:

Participants will prepare a short proposal for grading. Certificates of Achievement will be awarded to those participants who attain the prescribed levels of attendance **and** performance.