



First Select

Business Writing Skills

Date	Venues	(\$)Fees	Book your seat
27 Apr -01 May 2025	Dubai	2900	Register Now

Objectives:

By the end of this course:

- Write business documents to a professional standard and conforming to acceptable formats
- Present information in an organized, structured way so as to achieve a specific objective
- Use a business-like style and vocabulary, while displaying sensitivity to different levels of reader expertise
- Express ideas with confidence and clarity, supporting persuasive and logical arguments.

WHO SHOULD ATTEND?

This course is focused on planning indoor coverage solutions for GSM and UMTS/eHSPA networks. It is targeted at operators eager to improve network performance by means of adding effective indoor sites in hotspots and gold corporate customers.

Course Outline:

Basic principles of written communication

- Clarification of objectives
- Audience analysis

Planning and organising material & content:

- Gathering information
- Structure and content
- Writing the first draft

Style and vocabulary:

- Level of formality
- Paragraph and sentence structure
- Using appropriate language
- Calculating a "Fog Index"
- Grammar, punctuation and spelling

Diagrams, indexing and layout:

- Tables and graphs
- Content integration

- Style sheets and templates

WORKSHOP STYLE:

A mixture of short presentations, interactive discussion, individual exercises and group work. The emphasis throughout is on a practical approach using case material and examples.



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