SAN JACINTO COLLEGE
Continuing and Professional Development
Syllabus for

PROGRAM AREA: Business and Professions
TITLE: Business Writing Workshop
CONTINUING EDUCATION UNITS: 0.8 (Duration: 8 hours)

OVERVIEW:
Whether you are writing a memo to your boss or an email to a co-worker, you need to use different writing techniques to make your ideas and words work together seamlessly. Learn how to empower your writing and become skilled at using strategies for writing persuasively. Learn techniques to examine your own thoughts and develop skills for expressing them effectively.

Strengthen your writing, and save time, energy, and unnecessary work. Increase your confidence when handling complex writing tasks and writing effective e-mail.

OBJECTIVES:
- Update and improve your writing style for more effective and persuasive e-mails, memos, letters and reports
- Organize your documents with your readers’ needs in mind
- Create reader friendly layouts to highlight important information
- Craft sentences that get and hold your readers’ attention
- Edit your writing for clarity
- Avoid archaic expressions and common grammar, punctuation and usage errors

WHO SHOULD ATTEND:
Professionals responsible for writing letters, memos, and e-mail messages

PREREQUISITE:
None

MODULES:
Workshop is divided into two modules.

Effective Business Writing
1. Use Shirtsleeve English
   a. Learning Objectives:
      i. Shirtsleeve Strategies
      ii. Use Short, Familiar Words
      iii. Get Rid of Word Weeds
      iv. Eliminate Time-Wasters
      v. Avoid Stuffiness and Clichés
vi. Be Positive in Tone
vii. Be Specific and Concrete
viii. Don’t Jargonize
ix. Make Items Parallel

2. Use Power Language
   a. Learning Objectives:
      i. Verbs are Power Words
      ii. Avoid Wimp-Speak

3. K.I.S.S.—Keep It Short & Simple!
   a. Learning Objectives:
      i. It Is Simply Faster
      ii. Write Shorter Sentences
      iii. Create Must-Read Reference Lines
      iv. Get Right to the Point
      v. Close With a Bang!
      vi. Write Shorter Paragraphs
      vii. Use Transitions

Writing Effective E-Mail

1. Composing Your E-Mail Message
   a. Learning Objectives
      i. Collecting Your Thoughts with the Five Ws
      ii. Writing Subject Lines with Real Oomph
      iii. Incorporating a Salutation and Signature
      iv. Grabbing the Reader’s Attention: The Lead
      v. Keys to Effective E-Mail

2. Keys to Effective E-Mail
   a. Learning Objectives
      i. Striving for Simplicity
      ii. Writing with Power…or Paste?
      iii. Eliminating Mechanical Errors
      iv. Spelling Counts!

3. Formatting Your E-Mail Message
   a. Learning Objectives
      i. Selecting Format Settings
      ii. Enhancing Readability
      iii. Sending Attachments with Care

4. Managing E-Mail Overload
   a. Learning Objectives
      i. Controlling Your In Box Clutter

CERTIFICATE REQUIREMENTS:
Not a certificate program