



DATES

August 16, 2019
Friday
8:30 am - 4:30 pm

PROGRAM FEE

Php 5,900.00 (Early Eagle Rate
until Aug. 2)
Php 6,400.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

(+632)8302040

Schedules and prices may
change without prior notice.

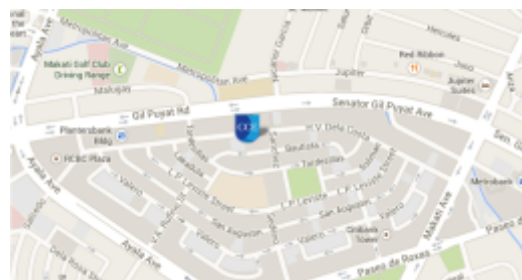
Business Writing Basics

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:

Ateneo de Manila University - Salcedo Campus
3/F Ateneo Professional Schools Bldg.
130 H.V. Dela Costa St., Salcedo Village,
Makati City, Philippines



CUSTOMIZED PROGRAMS

We offer companies our tradition
of service and excellence
through customized programs
fit for special organizational needs.
Call us and lead the change!

Accreditations:



Member:



Follow us:



cce.ateneo.edu

April 12, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



human resources management

Business Writing Basics

August 16, 2019

CCE CENTER FOR CONTINUING EDUCATION

“People with stronger writing skills perform better at their jobs—they have access to better opportunities.”

Writing skills have become a determining factor in work productivity and success. People who aspire to do well—or even stand out—at work need to invest in developing these skills.

This course is for professionals who want to have stronger writing skills in the business context.

This is the introductory course in the Professional Writing Program.

Business Writing Basics

objectives

At the end of the course, participants will be able to:

1. Define what professional writing is, with emphasis on:
 - a. Organizing thoughts
 - b. Analyzing audience
 - c. Practicing clarity and conciseness;
2. Follow skillfully grammar conventions; and
3. Write documents that are more professional in content and composition

pre-course requirements

Participants will answer a grammar test. They also need to submit writing samples from work (i.e. emails, letters, reports)

who should attend

Professionals who want to enhance their writing skills in the business context.



resource person



JOHN P. TIGNO is a Faculty Member of the Ateneo Language Learning Center and Development Academy of the Philippines. He is also a Learning Consultant for Development Dimensions International and the HR Training Consultant for DMCI Homes.

Prior to this, Mr. Tigno held other posts such as: Learning & Development Manager at Arvato Bertelsmann, Training & Organizational Development Manager at Binzagr Factory for Insulation Material (Saudi Arabia), Master Trainer at Dell International Services, Lead Trainer at Sykes Asia, Inc, and English and Literature Lecturer at Ateneo de Manila University.

Mr. Tigno earned his Bachelor's degree in Communication Arts from the Ateneo de Manila University and Master's degree in Industrial Relations from the University of the Philippines. He also completed a Certification in Teaching English to Speakers of Other Languages (CELTA) from the University of Cambridge, United Kingdom.

program content

I. Writing Basics

- A. Definition and rationale of professional writing
- B. Elements of professional writing
 1. Audience analysis
 2. Structure and style
 3. Clarity and conciseness
 4. Diction and tone
- C. Writing strategies (planning, organizing, writing, and evaluating)

II. Grammar and Usage

- A. Parts of speech
- B. Sentences and paragraphs
- C. Punctuation
- D. Spelling
- E. Capitalization

III. Writing Workshop

- A. Writing exercises
- B. Peer and facilitator critique
- C. One-on-one coaching and consultation

complementary courses

Technical Writing Skills

September 9 - 10, 2019

This course is for professionals who need to upgrade their professional writing - from the usual business written communication (i.e. letters, memos, e-mails) to more highly specialized documents (i.e. proposals, reports, policies & procedures).

Delivering Dynamic Presentations

September 19 - 20, 2019

Delivering Dynamic Presentations uses an approach that makes learning both easy and enjoyable. It is a no-frills run-down on the best way to handle a speaking situation. It is a program of strategies that shows what to do, when to do it, how to do it.