



ATENEIO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION



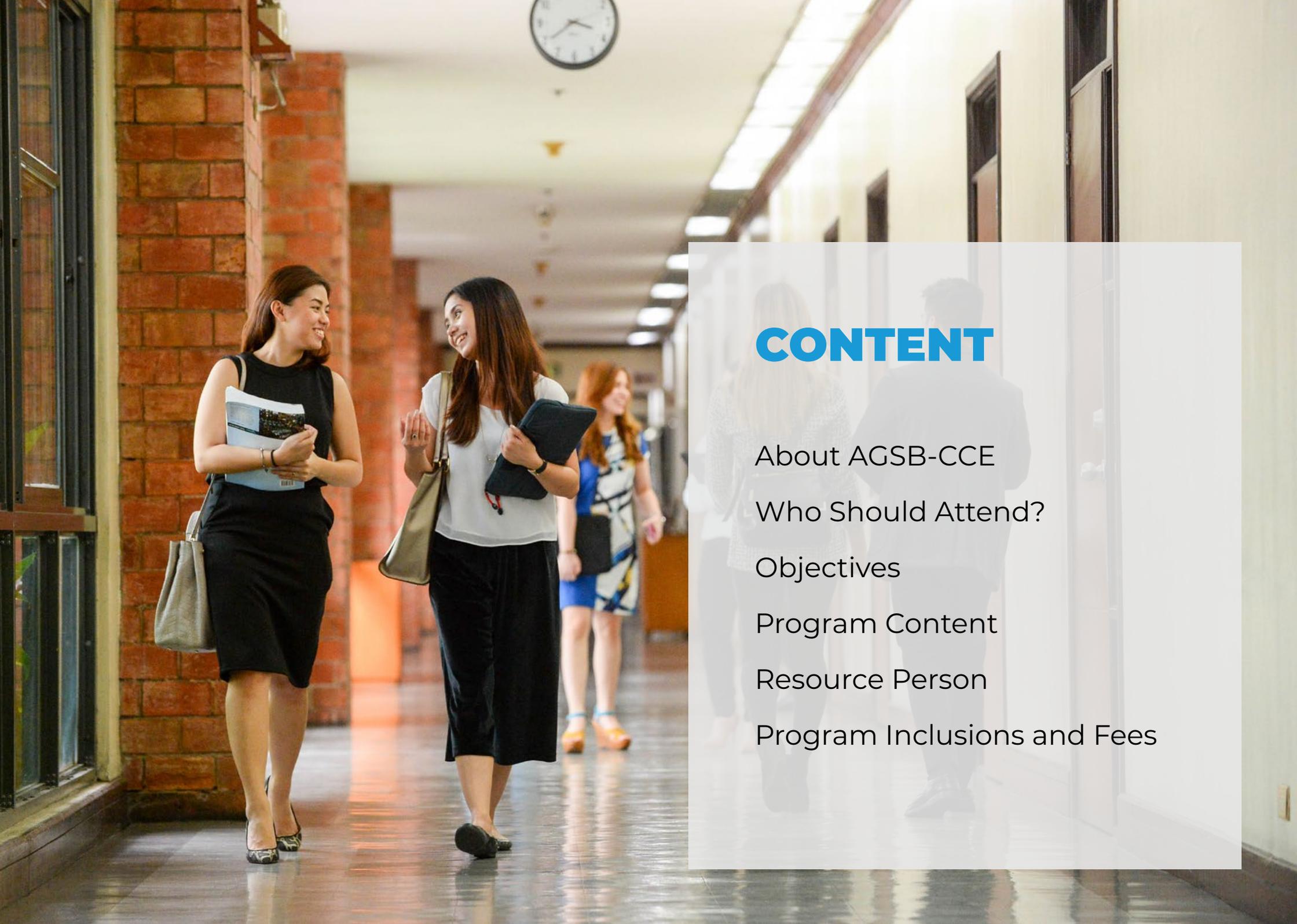
Personal Mastery **ONLINE PROGRAM**

Business Writing Skills: How to Write Effectively

November 8, 9, 10 & 11, 2022

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)



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ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.

WHO SHOULD ATTEND?

This course is for professionals who want to enhance their business writing skills.

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Define what business writing is, including its varieties and applications;
- ➔ Evaluate effective writing in terms of clarity, coherence, conciseness, accuracy, and audience awareness; and
- ➔ Write more persuasive correspondences and focused reports.

BUSINESS WRITING SKILLS: HOW TO WRITE EFFECTIVELY

“Writing is thinking. To write well is to think clearly.” – David McCullough

In the world of work, our success relies heavily on how well we communicate. More so in written communication—to be understood efficiently and correctly is crucial.

This course is for professionals whose work involve written correspondences (i.e. letters, e-mails, memoranda, notices) and reports (i.e. informative, minutes, presentations).

This is the intermediate course in the Professional Writing Program.

PROGRAM OUTLINE

I. Session 1 – Writing for Business A

- A. Business Writing: Definition and Rationale
- B. Business Writing vs. Other Types of Writing
- C. Traits of Effective Business Writing (Clarity, Coherence, Conciseness, Accuracy, and Audience Awareness)
- D. Refresher on Grammar and Usage, including punctuations

II. Session 2 – Writing for Business B: Forms and Formats of Business Writing A

- A. Traits of Effective Business Writing (continuation)
- B. Refresher on Grammar and Usage (continuation)
- C. Business Writing: Correspondences (e-mail, letters)

III. Session 3 – Forms and Format of Business Writing B

- A. Business Writing: Announcements (memoranda, circulars, notices, releases)
- B. Business Writing: Reports (minutes, progress/projects)

IV. Session 4 – Forms and Format of Business Writing C

- A. Business Writing: Presentations
- B. Business Writing: Others (as requested/required by participants)

RESOURCE PERSON



MR. JOHN P. TIGNO

Mr. John P. Tigno is a Freelance Learning & Organizational Development Consultant with more than 20 years of experience working in various industries.

He was a Learning & Development Manager at Arvato Bertelsmann; Training & Organizational Development Manager at Binzagr (KSA); and Master Trainer at Dell International Services.

Mr. Tigno graduated from the Ateneo de Manila University (Communication Arts; Literary & Cultural Studies) and the University of the Philippines – Diliman (Industrial Relations). He received a Certificate in Teaching English to Speakers of Other Languages (CELTA) from the University of Cambridge.

BUSINESS WRITING SKILLS: HOW TO WRITE EFFECTIVELY

PROGRAM DETAILS

November 8, 9, 10 & 11, 2022
Tuesday - Friday
8:30 am - 11:30 am

Synchronous sessions via Zoom
Asynchronous sessions via access to the AteneoBlueCloud
(Canvas LMS)

PROGRAM FEE

Php 10,000.00 (*Early Eagle Rate*)
Php 11,000.00 (*Regular Rate*)

**Free 30 mins 1 on 1 consultation*
**Schedules and prices may change without prior notice.*

INCLUSIONS

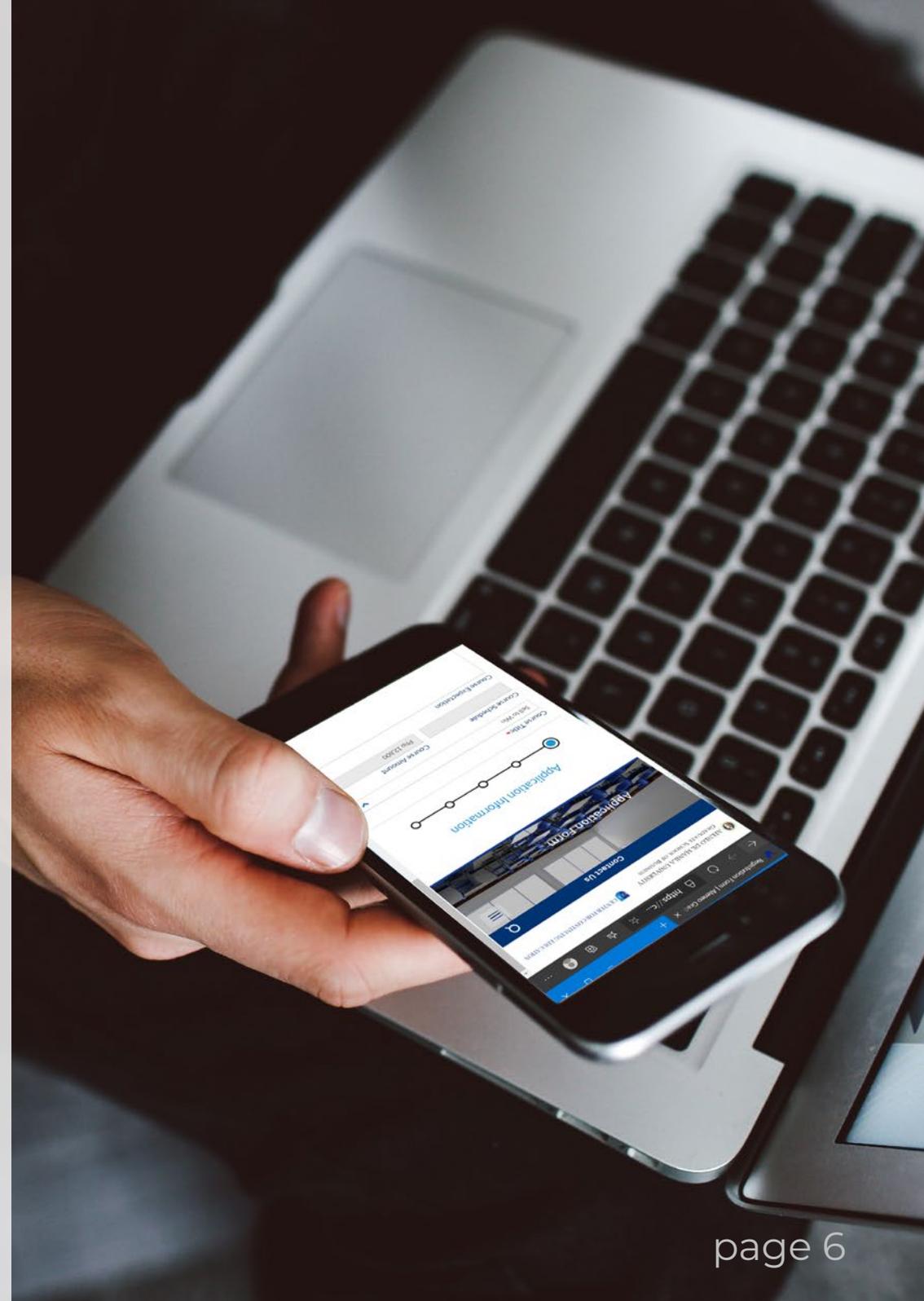
- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Completion

REGISTER NOW!

CONTACT US!

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SCAN CODE
TO REGISTER



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EXCELLENCE