



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



Personal Mastery

ONLINE PROGRAM

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# BUSINESS WRITING SKILLS: HOW TO WRITE EFFECTIVELY

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**April 19, 20, 21, & 22, 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 18 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**

April 19, 20, 21, & 22, 2022

(Tuesday - Friday)

8:30 am - 11:30 am

\*Free 30 mins 1 on 1 consultation  
via **ZOOM**

## **PROGRAM FEE**

Php 10,000.00 (*Early Eagle Rate until April 5*)

Php 11,000.00 (*Regular Rate*)

*\*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!**

Ms. Irene Chavez  
(+63) 915 133 8552  
ichavez@ateneo.edu  
sales.cce@ateneo.edu

**SCAN CODE  
TO REGISTER**



*Experience*  
**EXCELLENCE**

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