

## **Sample Syllabus: Business English Writing (Upper-Intermediate Level)**

**Course:** Business English Writing

**Level:** Upper-Intermediate

**Who is this for:** anyone who needs to write clear, concise and accurate business English, including emails, reports, memos and letters

Actual content depends on pre-course Needs Analysis, and is subject to on-going change as the course evolves. These are sample modules only.

### **Introductions**

- Course outline and approach
- Describing what you write and when
- Describing your audience

### **Formal and Informal Writing**

- Formal and Informal – key differences
- Scenario practice: placing an order
- Scenario practice: responding to an enquiry

### **Email Writing 1**

- Informal emails, eg to colleagues
- Giving news
- Arranging a meeting
- Common mistakes

### **Email writing 2**

- Invitations and directions
- Checking understanding
- Giving alternative options

### **Email writing 3**

- Discussing and agreeing terms
- Asking for payment
- Describing processes

### **Email Writing 4**

- Complaints
- Cause, effect, contrast
- Discussing consequences

### **Email Writing 5**

- Apologies
- Giving explanations
- Offering recompense

**Letter Writing**

Layout

Prepositions

Invitations

**Letter/fax writing**

Exercise: complete the fax/letter

Formal and informal

Exercise: re-write letter politely

**Memos**

Formal and informal

Business abbreviations

**Reports**

Tips

Structure and key phrases

Linking words

Layout

Writing task: Complete the gaps

**Course review****Some examples of other areas of language that could be covered**

- Proposals
- Contracts
- Marketing collateral
- Blog writing

**COURSE FEATURES**

- ✓ Flexible content to meet emerging needs
- ✓ Flexible logistics, including training location, scheduling, and duration
- ✓ Customised materials, including company documents where appropriate
- ✓ A choice of training methods, including in-house training, in-country immersion, online tuition and self-study
- ✓ Experienced, native-speaker trainers using participative, practical methodology
- ✓ On-going review and assessment
- ✓ Customised online reporting platform, to include attendance, trainer notes, and progress assessment
- ✓ Customised online learning resource, to include lesson materials, extra resources, and learner forums