



Consulting and Training | Reach New Heights

Course Name

Business English Writing & communication

Sector Name

Interpersonal Skills and Self Development

Document Type

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Business English Writing & communication

Course Introduction

This training course is designed to equip participants with the needed English language skills to perform in a variety of business situations. This course will help participants master English spoken and written communication skills and other extraordinary skills required for the business world today, plus boost their knowledge and ability to use business English to achieve the required success goals.

Training Course Methodology

The training program is implemented by combining the participants' academic knowledge and practical practice **(30% theoretical / 70% practical activities)**.

A detailed report is submitted to each participant and the training department in your organization on the results of the participant's performance and the return on training.

This program focuses on exercises, case studies, and individual and group presentations.

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Target Audience

Business people who have to communicate in English, especially in writing, but perhaps have not considered the aspects of good writing in English. This workshop will be of interest to all professionals who are looking to be more effective with their writing in English.

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Learning Objectives

- ✓ Understand and apply the English language skills required at the workplace.
- ✓ Develop essential business communication skills needed to succeed in business, such as making presentations, negotiating, telephoning, participating in meetings, and using English in social situations.
- ✓ Develop fluency and confidence in using the language of business.
- ✓ Master the language by focusing on common problem areas.
- ✓ Demonstrate best business practices in written communication through writing and responding to email correspondence.
- ✓ Enhance report writing skills
- ✓ Handle customer complaints effectively.
- ✓ Master telephone and conversation skills
- ✓ Conduct effective presentations and speeches internally and externally

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Course Outline

✓ 01 Day One

Module One: Business-related Vocabulary.

- ✓ What is business communication?
- ✓ Challenges of business communication.
- ✓ “Introduce yourself” and “greeting others” Tips and tricks.
- ✓ Provide information about jobs and responsibilities “In English”.
- ✓ Read and understand a company profile.
- ✓ Give directions and use prepositions of place correctly.
- ✓ Exchange numerical information.
- ✓ Understand grammatical structures and their use.
- ✓ Read and understand more effectively written texts.
- ✓ Pronounce all the English sounds properly.
- ✓ Express feelings, ideas, and opinions more fluently.
- ✓ Effectively accept and refuse requests, complain, apologize, give instructions, describe possibilities & personality traits, interpret body language, and report what people say.
- ✓ Form reported statements and requests.
- ✓ Adequately use and form passive sentences.
- ✓ Correctly pronounce linked sounds with /w/ and /y/ and consonant clusters, and properly place stress in two-part words.

Module Two: Writing for Business

- ✓ Internal Correspondences

- ✓ Memorandum.
- ✓ Progress Reports.
- ✓ Feasibility Reports
- ✓ SWOT Analysis
- ✓ Note Taking.
- ✓ Minutes of Meetings.

External Correspondences

- ✓ Business Letters
- ✓ Cover Letters.
- ✓ Sale Letters.
- ✓ Inquiry Letters.
- ✓ Complaint Letters.
- ✓ Emails & Netiquette
- ✓ Technical Report.
- ✓ Acknowledgment

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Course Outline

✓ 02 Day Two

External Correspondences-Abstracts (Descriptive & Informative)

- ✓ Introduction (Subject, Purpose, & scope)
- ✓ Writing Techniques
- ✓ Types of Graphs
- ✓ Conclusion & recommendations
- ✓ Resumes & CVs
- ✓ Other Writing Considerations.

Advanced Types of Writing

- ✓ Request for Proposals (RFP)
- ✓ Invitation for Bid (IFB)
- ✓ RFP versus IFB
- ✓ Terms of Reference (TOR)
- ✓ Statement of Work (SOW)
- ✓ Proposals
- ✓ Executive Summary

Business English Writing & communication

Course Outline

✓ 03 Day Three

Module Three: Areas of Communication in the Workplace

- ✓ Present an informal presentation of the products of a company.
- ✓ Handle customer complaints effectively.
- ✓ Telephone and conversation with clients
- ✓ Effective speaking and communication skills for meetings and negotiations
- ✓ Recruitment (including job interviewing techniques and writing job ads)
- ✓ Giving presentations and speeches internally and externally
- ✓ Making proposals and offers
- ✓ Conducting and managing meetings
- ✓ Hosting visits, socializing, meeting, and greeting

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 18, 2027	Jan. 20, 2027	3 days	3250.00 \$	UAE , Dubai
April 25, 2027	April 27, 2027	3 days	3250.00 \$	KSA , Al Khobar
Sept. 7, 2026	Sept. 9, 2026	3 days	4950.00 \$	USA , Los Angeles
Nov. 23, 2026	Nov. 25, 2026	3 days	3250.00 \$	UAE , Dubai

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