

Writing for Business is an online writing course designed for learners who need to improve their business correspondence skills. It covers over 100 everyday business situations and provides realistic writing practice in the form of emails, letters, reports, presentations and memos. Writing tasks can be sent to a tutor for personal feedback.

Level: CEFR B1 - C1 | TOEIC® 440+ *

Number of Lessons: 105 (Digital)

Lesson Duration: Approx. 60 mins

Key Content: Writing emails, Formal letters, Reports, Presentations, and Memos

Additional Features: Correction by an experienced online tutor

Writing for Business is available for use on a PC, laptop or 9.6"+ tablet via a browser.

*TOEIC® is a registered trademark of the Educational Testing Service (ETS). **Writing for Business** is not endorsed or approved by ETS.

About Writing for Business

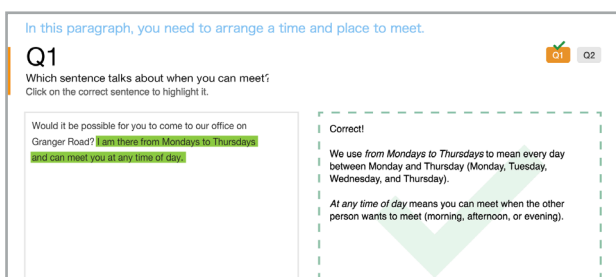
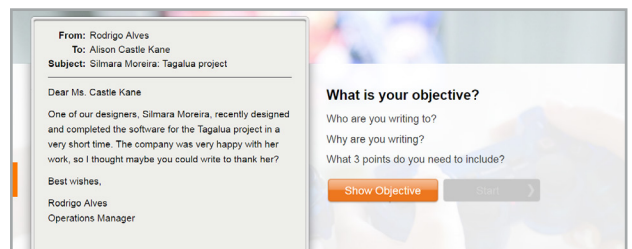
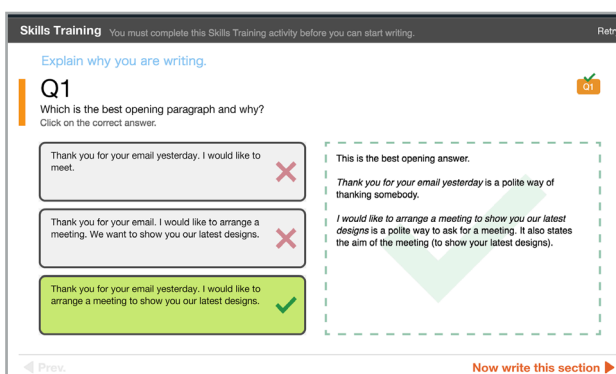
Writing for Business can be used flexibly as a stand-alone course, or as a homework supplement for students who need to improve their writing skills in business contexts.

Those who are willing to study 2-3 hours a week over several months will see a significant improvement in their ability and will have increased confidence in managing communication with colleagues in a wide range of business situations.

Scaffolded Lessons

At the start of **Writing for Business**, students complete a short writing test, and are then provided with lessons at their recommended level to choose from.

Each lesson begins with a Case Study which clearly summarises the context and the objectives for the lesson. This is followed by a series of activities to help students learn to plan, draft, and finalize their writing before applying their skills to a realistic writing task. Students are fully supported with tips and writing models before they move on to complete the final task.



A premium course structure can be organized so that students can send each of their writing tasks to one of our online tutors for feedback. They will receive detailed comments on how well the objective was met, as well as comments on organization, accuracy, range and style. Students can also share their tasks in the Gallery to learn from others following the course.

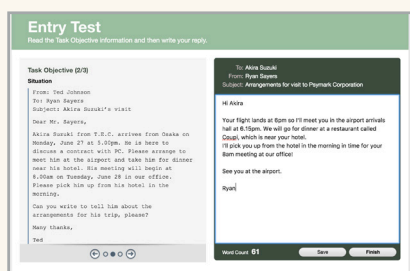
Writing for Business features:

- 105 lessons broken down into 7 levels from B1 – C1.
- Topics and tasks that cover a wide range of everyday business contexts.
- Personalized feedback from a tutor on writing tasks that details task achievement, organization of information, range and accuracy of language used, and style and register.
- Structured practice to help learners plan, draft and finalize their writing with helpful tips and model writing for reference.
- Printable end-of-lesson reviews with model texts, dos and don'ts and useful phrases.
- Built-in progress updates and an end of course test to measure improvement.

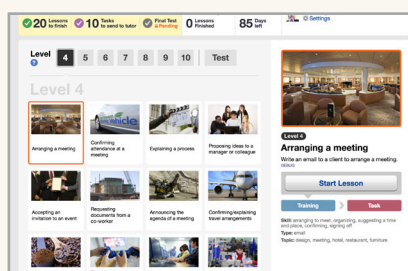
Lesson Flow

Lessons follow a systematic cycle of presenting the context and objectives, practice and preparation, and completion of a realistic writing task.

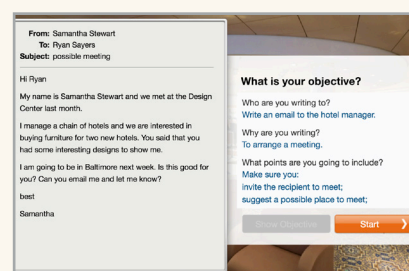
The material is broken down into short modules so that students can begin a lesson, take a break and simply pick up where they left off.



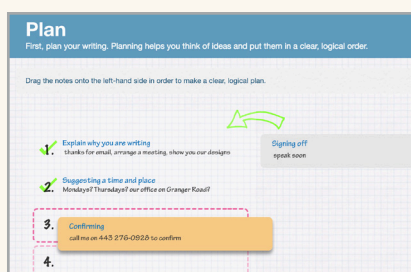
An introductory test assesses students' ability and ensures that students are working at the right level.



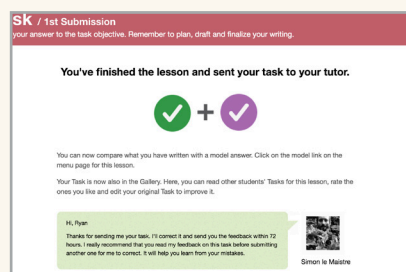
Each lesson is based on a realistic, everyday business situation.



An introductory Case Study and Objective are presented so students clearly understand what they will do in their writing tasks.



Students are supported through a clear training cycle where they learn to plan, draft and finalize their work.



Work can be submitted to an online tutor for feedback on how well the objective was met, organization, accuracy, range and style.

The lesson content of **Writing for Business** is customizable to make mini-courses that will fit specific syllabus and program requirements.