



# ENGINEERING EDUCATION AUSTRALIA

RELEVANT / FLEXIBLE / TRUSTED



## BUSINESS WRITING FOR ENGINEERS

Course Duration: One Day

### Target audience

Any person who is required to write reports, tenders or business documents in their workplace will benefit from this course.

This course is designed for engineers or other professionals who have high level technical qualifications but lack confidence or finesse in writing.

If you know you have what it takes to be successful in the engineering profession but need a competitive edge to secure more contracts or to ensure your reputation is not damaged by what you write - then this is the course for you.

### Course overview

Written words leave a lasting impression, which can be fantastic or terrible, depending on how well they are penned or typed. There is little point having great concepts if you lack the confidence or skill to sell them to others.

This intermediate business writing course aims to provide a broad overview on commercial writing techniques and the necessary tools to write reports and tenders.

### Course benefits

- Learn simple rules for planning and executing great business writing
- Craft consistency in business communications
- Become acquainted with common writing mistakes and how to avoid them
- Discover tips for proofreading for readability and dynamic writing
- Obtain control of the written word and gain confidence

### Learning outcomes

- Understand key language conventions
- Able to construct sentences, clauses and word structures
- Knowledge of common writing errors and how to avoid them
- Able to construct and write competitive simple business documents
- Able to plan and write complex business documents
- Able to identify errors and edit writing for mistakes and impact

### Learning method

Throughout the course, learners will be exposed to a series of discussion points and learning activities that apply theory to real-world situations. These activities, along with course tools and templates, support the transfer of learning to the workplace.

### Facilitator

Helen Simpson has more than 25 years' experience in journalism and writing. As a producer and scriptwriter on television programs and Sydney's top talkback radio stations, Helen was responsible for both the compilation of business documents and the scripting of programs.

Following the writing and publication of a bestselling true crime novel, Helen turned her hand to teaching business writing in various universities and at TAFE. Currently she works at University of Wollongong where she lectures in academic writing.

### Take home tools

Workbooks and handouts.