

Content

The program covers ten key areas of written business communication at the Intermediate to Advanced level:

1. The writing process
2. Applying for a job (optional unit on installation)
3. Successful letters: the basics
4. Successful emails: the basics
5. Emails and letters: case studies
6. Writing clearly and appropriately
7. Linking ideas
8. Reports: organizing information
9. Key sections of a report
10. Perfecting your document

Visit www.ClarityEnglish.com for the full syllabus.

Ten key learning features

1. Structured, communicative approach; learners encouraged to form and test their own theories and to put them into practice through the writing tasks.
2. Explanatory feedback, enabling learners to understand why they have made a mistake.
3. A wide variety of activity types including right / wrong activities and extensive writing. Learning takes place through reading, listening and writing.
4. Contexts are based on authentic and semi-authentic business documents, with each unit explicitly related to the learner's own work, ensuring that the course is perceived to be relevant.
5. Attractive, clear, easy-to-use interface.
6. Extensive audio: learners listen to short talks on key aspects of business correspondence.
7. An integrated website which includes extensive writing tasks, model answers and MP3 downloads.
8. Weblinks to relevant sites (such as the Plain English Campaign) encouraging learners to explore topics further.
9. Study sheets for learners to print and take away.
10. A Progress function allowing learners to analyze their strengths and weaknesses and plan their learning accordingly.

Integrated website

Each unit links to the Business Writing integrated website. This includes additional writing tasks, model answers, study sheets, MP3 audio files which learners can download, and links to relevant websites.

Progress features

The Business Writing Progress function generates reports on completed activities with score, time and duration.

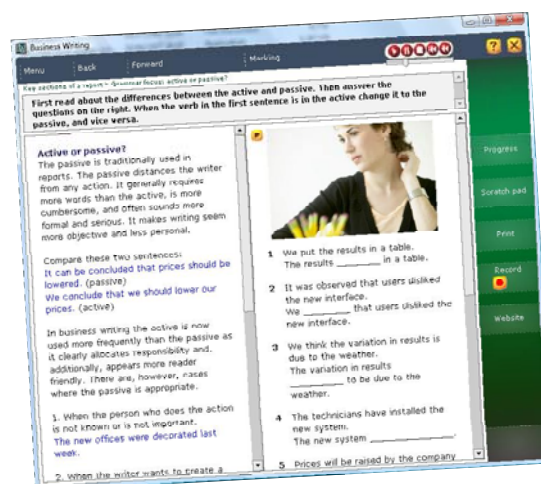
Teachers using Results Manager can generate and print reports for individual learners and groups of learners.

Integrated programs

Business Writing (optionally) integrates with Author Plus, which enables teachers to add, delete, reorder and amend activities. This is a particularly useful feature in this program as it enables instructors to add business texts directly relevant to the learners' work or course of study. Business Writing also integrates with Results Manager (see *Progress features* above).

Dialect versions

1. International English: British English grammar and spelling, voices from Australia, NZ, UK, Canada, US.
2. North American English: North American English grammar, US spelling with Canadian and US voices.
3. Indian English: British/Indian English grammar and spelling, Indian voices.



Technical

Network versions require Windows 2000/XP/Vista/7. Online versions are hosted by Clarity.