

Efficient and Effective Business Writing in English: Short, Concise, and Precise

On line

INSTRUCTORS**Dr. Margaret Kathryn Sloan**

Dr. Sloan received a Bachelor of Arts in English (Phi Beta Kappa, magna cum laude) from Yale University in 1998 and a Doctor of Philosophy in English from the University of California, Santa Barbara in 2008. She has worked in professional development and organization of international conferences, given training workshops to executive groups in private companies, and spoken at international conferences. She has more than seventeen years of teaching experience at institutions including the University of California, Endicott College, and the Instituto Tecnológico Autónomo de México (ITAM). Dr. Sloan has taught at ITAM since 2008, including the classes "Managerial Communication in English" in ITAM's masters programs and "Development of Managerial Skills" for the undergraduate program of the Business School. She specializes in training students from diverse backgrounds within a bicultural context to improve their written and oral communication through interactive classes, coaching, and personalized feedback.

Mtra. Mariana Contreras Arévalo

Maestra Mariana Contreras Arévalo received a bachelor's degree in Visual Arts from the Universidad Autónoma de México (UNAM) in 2003 and a Master in Art Studies from the Universidad Iberoamericana (UIA) in 2011; she is currently completing a Doctor of Philosophy in Visual Arts from the UNAM. She has twenty years of teaching experience across a range of school levels (middle school, high school, bachelor, and postgraduate) and at both public and private institutions, including the UNAM, the Instituto Tecnológico de Monterrey, and the Instituto Tecnológico Autónomo de México (ITAM). During her years in teaching, she has used a variety of skills and media to help students develop their ability to communicate both in Spanish and in English, specifically focusing on strengthening their written work, such as dissertations, academic essays, letters of motivation, and cover letters.

OBJECTIVE

This course will give participants specific strategies for clear, precise, and effective business writing in English. The course will help participants:

- Improve the clarity and effectiveness of their written communication
- Offer specific strategies to help organize and structure ideas
- Teach strategies to develop, structure, and present a persuasive argument
- Understand the demands and limitations of common forms of business writing, including emails, business letters, reports, and memos
- Give ESL speakers specific strategies for improving their writing in English

AIMED AT

- High- and mid-level executives who write frequently in English

- Professionals who would like to improve the effectiveness and quality of their remote communication
- Professionals who want to improve their ability to present a clear and persuasive argument in English

SYLLABUS

- Communication strategies and developing an argument
- Designing Focused Arguments: strategies for structuring your writing
- Argument Structure: transitions and signposts
- Designing Effective Arguments: persuasive strategies
- Macro and Micro Issues in Writing
- Common Forms of Business Writing

DURATION

12 horas

Nota: Este curso es en la modalidad en línea a través de la herramienta Zoom. Se requiere que el participante cuente con computadora, laptop, tablet, teléfono inteligente o cualquier otro dispositivo que permita reproducir audio y video y una buena conexión a internet.

Las clases serán en tiempo real en los días y horario publicados. Las sesiones no serán grabadas y el participante sólo tendrá acceso a las sesiones del curso en el grupo al cual se haya inscrito.