



**THE UNIVERSITY OF THE WEST INDIES
OPEN CAMPUS
St. Kitts-Nevis**

BUSINESS WRITING AND COMMUNICATION II

COURSE DESCRIPTION

This course is designed to make participants aware of the rhetorical strategies used in various forms of written and oral business communication and enhance their ability to analyse and respond to the needs of different audiences including international audiences. Participants will use the concepts of audience and purpose to design effective business documents, create and deliver effective multimedia presentations that incorporate visuals, and compose formal reports that incorporate primary and secondary research. They will also edit their writing to achieve a professional tone, clarity, and fluency, and use grammar appropriate to the rhetorical situation.

AIM

The aim of the course is to help participants develop higher order written and oral business communication skills.

GENERAL OBJECTIVES:

At the end of the course, participants will be able to:

1. Identify the rhetorical strategies used in various forms of written and oral business communication
2. Improve rhetorical awareness by analysing and responding to the needs of different audiences including international audiences
3. Use the concepts of audience and purpose to design effective business documents
4. Create and deliver effective multimedia presentations that incorporate visuals
5. Compose formal reports that respond to current business issues and that incorporate primary and secondary research
6. Edit their writing to achieve a professional tone, clarity, and fluency, and use grammar appropriate to the rhetorical situation.
7. Demonstrate the ability to work with others in groups and teams

COURSE CONTENT

This course includes the following topics:

1. Rhetorical Analysis of Business Communication
2. Communication Contexts in Organisations
3. Interpersonal Communication
4. Writing Formal Reports
5. Designing Documents, Slides and Screens
6. Creating and Delivering Effective Multimedia Presentations

HOW MUCH WILL THIS COURSE COST? COURSE CONTENT

This 10-week course costs EC\$600.00.

The University reviews tuition fees annually and course fees may be subject to change.

Courses are only offered if there is a viable class size.