

Writing in Organizations

MGM 202

Orientation Lecture



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Orientation Lecture

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Prepared by
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TITLE OF LECTURE

Writing and Your Career

- 1- Writing—An Essential Job Skill.**
- 2- Writing for the Global Marketplace.**
- 3- Four Keys to Effective Writing.**
- 4- Characteristics of Job-Related Writing.**
- 5- Ethical Writing in the Workplace.**
- 6- Successful Employees Are Successful Writers.**

TITLE OF LECTURE

The Writing Process and Collaboration at Work

- 1- What Writing Is and Is Not.**
- 2- Researching.**
- 3- Planning.**
- 4- Drafting.**
- 5- Revising.**
- 6- Editing.**
- 7- Collaboration Is Crucial to the Writing Process.**
- 8- Advantages of Collaborative Writing.**
- 9- Seven Guidelines for Successful Group Writing .**
- 10- Sources of Conflict in Group Dynamics and How to Solve Them.**
- 11 - Computer-Supported Collaboration.**

Lecture

03

TITLE OF LECTURE

Writing Routine Business Correspondence

- 1- What Memos, Faxes, E-Mails, IMs, and Blog Posts Have in Common**
- 2- Memos.**
- 3- Sending Memos: E-mail or Hard Copy?**
- 4- Sending Faxes: Some Guidelines.**
- 5- E-Mail: Its Importance in the Workplace.**
- 6- Instant Messages (IMs) for Business Use.**
- 7- Blogs.**
- 8- Routine Correspondence: A Final Word.**

Lecture

04

TITLE OF LECTURE

Writing Letters: Some Basics for Communicating with Audiences Worldwide.

- 1- Letters in the Age of the Internet.**
- 2- Letter Formats.**
- 3- Parts of a Letter.**
- 4- The Appearance of Your Letter.**
- 5- Organizing a Standard Business Letter.**
- 6- Making a Good Impression on Your Reader.**
- 7- The Five Most Common Types of Business Letters.**
 - A- Inquiry Letters.**
 - B- Cover Letters**
 - C- Special Request Letters.**
 - D- Sales Letters.**
 - E- Customer Relations Letters.**
- 8- International Business Correspondence.**
- 9- Sending Letter-Quality Messages: Final Advice to Seal Your Success.**

Lecture

05

TITLE OF LECTURE

How to Get a Job: Searches, Dossiers, Portfolios, Résumés, Letters, and Interviews

- 1- Steps the Employer Takes to Hire.**
- 2- Steps to Follow to Get Hired.**
- 3- Analyzing Your Strengths and Restricting Your Job Search.**
- 4- Enhancing Your Professional Image.**
- 5- Looking in the Right Places for a Job.**
- 6- Dossiers and Letters of Recommendation.**
- 7- Preparing a Résumé.**
- 8- Letters of Application.**
- 9- Going to an Interview.**
- 10- Searching for the Right Job Pays.**

Lecture

06

TITLE OF LECTURE

Designing Successful Documents, Visuals, and Websites

- 1- Characteristics of Effective Design.**
- 2- Organizing Information Visually.**
- 3- The ABCs of Print Document Design.**
- 4- Successful Document Design: A Wrap-Up.**
- 5 - The Purpose of Visuals.**
- 6- Choosing Effective Visuals.**
- 7- Generating Your Own Visuals**
- 8- Inserting and Writing About Visuals: Some Guidelines.**
- 9- Two Categories of Visuals: Tables and Figures.**
- 10- Using Visuals Ethically.**
- 11- Using Appropriate Visuals for International Audiences.**
- 12- Writing for and Designing Websites.**

Lecture

07

TITLE OF LECTURE

Writing Instructions and Procedures

- 1- Instructions, Procedures, and Your Job.**
- 2- Why Instructions Are Important.**
- 3- Using Word Processing Programs to Design Instructions.**
- 4- Assessing and Meeting Your Audience's Needs.**
- 5- The Process of Writing Instructions.**
- 6- Using the Right Style.**
- 7- Using Visuals Effectively in Instructions.**
- 8- The Five Parts of Instructions.**
- 9- Model of Full Set of Instructions.**
- 10- Writing Procedures for Policies and Regulations.**
- 11- Some Final Advice.**

Lecture

08

TITLE OF LECTURE

Writing Effective Short Reports

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- 1- Why Short Reports Are Important.**
 - 2- Types of Short Reports.**
 - 3- Seven Guidelines for Writing Short Reports.**
 - 4- Periodic Reports.**
 - 5- Sales Reports.**
 - 6- Progress Reports.**
 - 7- Travel/Trip Reports.**
 - 8- Incident Reports.**
 - 9- Protecting Yourself Legally.**

Lecture

09

TITLE OF LECTURE

Writing Successful Proposals

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- 1- Writing Successful Proposals.**
 - 2- Internal Proposals.**
 - 3- Sales Proposals.**
 - 4- Short Reports and Proposals: Some Final Words.**

TITLE OF LECTURE

Writing Careful Long Reports

- 1- Characteristics of a Long Report.**
- 2- The Process of Writing a Long Report.**
- 3- Parts of a Long Report.**
- 4- Documenting Sources.**
- 5- A Model Long Report.**
- 6- Final Words of Advice About Long Reports.**

TITLE OF LECTURE

Learning outcomes

- write correspondence for a business reader by keeping in mind your organization's needs.
- develop sensitivity and empathy to language and tone.
- apply a systematic process to plan, organize, and revise business messages.
- write routine messages that answer a reader's needs and conform to rules of writing.
- write more demanding messages, such as goodwill messages, persuasive messages, and bad news messages.
- plan and prepare to write complex messages, such as business reports and proposals.
- communicate ethically, correctly, and effectively in a variety of genres and media.

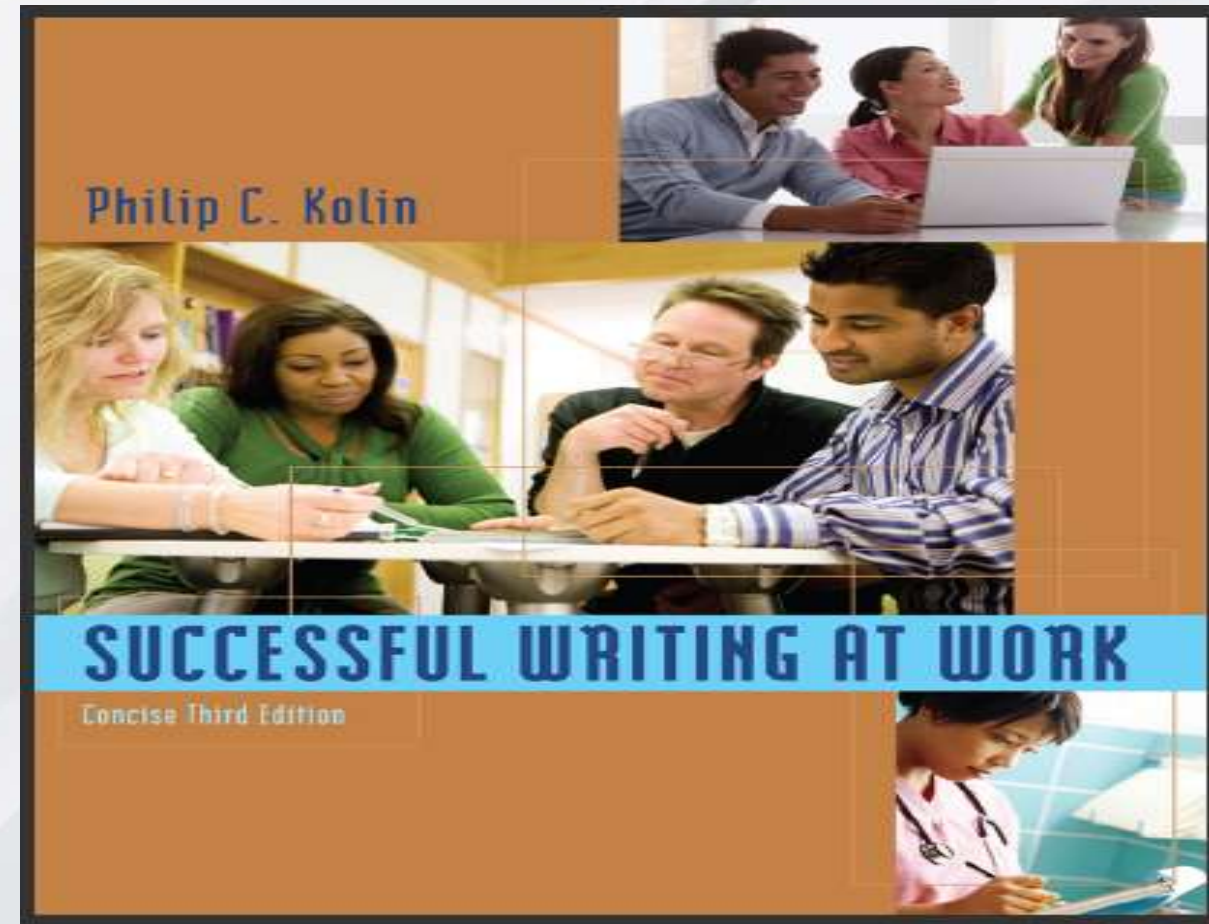
TITLE OF LECTURE

Learning outcomes

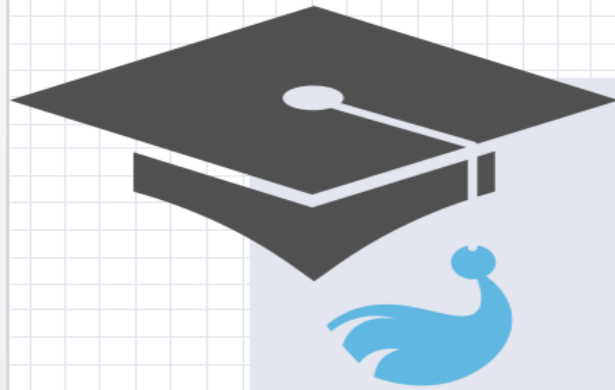
- apply the principles of designing and presenting information visually.
- Through a series of simulated work environments, you will interact with virtual coworkers and clients to complete a series of tasks and assignments that mimic actual business communication problems and opportunities. Educational material and individual, iterative feedback will guide you through developing important professional communication skills essential to not only successfully complete the course but also to excel in your chosen career.

References

**1. Successful Writing at Work,
Concise Third Edition,
By: Philip C. Kolin
University of Southern Mississippi**



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Thank You