



EFFECTIVE LETTERS AND E-MAIL FOR BUSINESS ADVANTAGE

1 DECEMBER 17 & 18, 2012 (MONDAY & TUESDAY) 8.45AM – 5.00PM FMM INSTITUTE PERAK

E-mail has become an essential tool in business, a fundamental part of the way in which we work. In this course, you will be exposed to the information online culture. You will learn how to enhance your online communication skills and create a good electronic support with your customers and colleagues.

COURSE OUTLINE

Grammar

- Nouns, Verbs, Adjectives, Adverbs, Pronouns, Preposition are the foundation of grammar

- Subject-Verb Agreement

Business Writing Skills

- The “Seven Cs” of Principles of Effective Business Writing Skills namely:
 - Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy and Correctness
- Correction on typical verbosity of phrases, sentences, paragraphs and business letters namely:
 - Unnecessary words and phrases
 - Wordy phrases
 - Low information content words
 - Redundant words and phrases

The correct writing of business letters which consists six parts namely

- Heading, Inside address, Salutation, Body of the letter, Complementary close and Signature

E-Mail Communication

- The six parts of an email namely:
 - Subject line, Greetings, Body, Closing, Signature and Attachment
- Various samples and exercises of emails in a business

The 4 Rules for email and 25 email etiquettes applicable to companies

- Why the 4 rules and the 25 email etiquettes must be adhered?

E-Mail Disclaimer

- Why you need a disclaimer?
- Sample of disclaimer is given

SBL Scheme 100% - Please Apply To PSMB BEFORE the Commencement of Course

TRAINER

Puan Sharifah Mariam who holds a Bachelor of Arts (Economics) degree from University of Malaya has more than 22 years experienced in the banking industry specialising in Letters of Credit and International Trade Finance, Business Loan Processing, Credit and Financial Analysis and General Banking Operations. She has undergone extensive practical training in Credit and Financial Analysis (CCP – Certified Credit Professional) and International Trade Financing at Institute Bank-Bank Malaysia (IBBM), Banque Nationale De Paris, Singapore and various professional training institutes.

Puan Sharifah has conducted and facilitated various training programmes organised by FMM Institute Kuala Lumpur and its branches and other training and consultation firms covering the areas of International trade documentation as per International Chamber of Commerce (ICC) Uniform Customs Practice 600 (UCP600), International Commercial Terms (Incoterms), Letters of Credits, access to banking facilities, preparation of project papers, business loan proposals and justification of working capital. She has also conducted the Certificate in Shipping – Module “Banking for Shippers” for FMM Institute Kuala Lumpur and FMM Institute Johor Bahru.

In addition, Pn Sharifah has also undergone extensive English language trainings conducted by British Council Lecturers, CPA (Australia) English Lecturers and various English Language Grammar and Communication training. She has conducted various courses such as Effective Communication, Business and Email Writing and Etiquettes, Elementary, Intermediate and Advance English Language, Report Writing, Presentation Skills and Public Speaking to working adults. Additionally, Pn Sharifah is a certified translator from National Institute of Translators (ITNM) Kuala Lumpur.

OBJECTIVES

Upon completion of the course, participants should be able to:

- write good business correspondence accurately and professionally
- construct simple and complex sentences and direct to the point
- avoid common grammatical errors
- avoid unnecessary words and phrases
- know the Do's and Don't's in email writing
- know the etiquette in email writing

Closing Date:
December 10,
2012

COURSE DETAILS

**Date : December 17 & 18, 2012
(Monday & Tuesday)**

Time : 8.45 am – 5.00 pm

**Venue : FMM Institute Perak
No. 1, Lorong Raja DiHilir,
30350 Ipoh, Perak.**

Medium of Instruction: English

CPD : 14 hours

**Fees : FMM Members RM450.00/pax
Non Members RM550.00/pax**

*(Fees include Course Materials, Refreshment,
Lunch and Certificate of Attendance)*

WHO SHOULD ATTEND

Managers, Executives, Supervisors, Clerical Staff, and those who need to improve their letter writing skills and email writing skills.

ADMINISTRATIVE DETAILS

Registration:

- Upon **Faxing / Mailing** the completed **Registration Form** to FMM Institute, Perak, you are **deemed** to have read and **accepted** the terms and conditions. The course would also be **deemed as confirmed** unless informed otherwise.
- Will be based on First-Come-First-Served basis.

Payment:

- Cheques made in favour of **FMM Institute** should be forwarded to **FMM Institute Perak**.
- For **SBL Scheme**, an **Attendance of 100%** is a **MUST**, in any case, **employers will be billed** in full.

Cancellation:

Must be in Writing with Reasons.

- 7 days before the course – **No Payment Charged**
- 3-6 days before the course – **50% Payment Charged**
- < 3 days before the course – **Full Payment Charged**
- **Participants who did not turn-up will be charged full payment.**
- Replacements can be accepted at no additional cost.

Disclaimer:

The FMM Institute **reserves the right** to change the facilitators, date and to vary/cancel the course should unavoidable circumstances arise. All efforts will be taken to inform participants of the changes.

REGISTRATION FORM

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8.45am – 5.00pm

FMM Institute Perak

Dear Sir/Madam

Please register the following participant(s) for the above programme:

1. Name: _____

Designation: _____

IC No: _____

2. Name: _____

Designation: _____

IC No: _____

3. Name: _____

Designation: _____

IC No: _____

(Please attach a separate list if space is insufficient)

Submitted by:

Name: _____

Designation: _____

Company: _____

Address: _____

Tel No: _____

Fax No: _____

FMM Membership No: _____

Enclosed cheque/bank draft No. _____ for RM _____ being payment for _____ participant(s) made in favour of the "FMM Institute"

For further details, please contact Puan Eda / Ms Harvindar / Ms Nicole

•Tel (05) 548 8660

•Fax (05) 548 8221 / 331

•Email: fmmperak@fmm.org.my