



**MALTA STOCK EXCHANGE
INSTITUTE**

**TOWARDS
A BRIGHTER
FUTURE**



Effective Business Writing

Course No 118

Whether at top executive, middle management or even junior administrator level, conveying information, a message or even intent clearly, flawlessly and in appropriate detail is critical for getting the message across, establishing attention, winning business and building continued success. Business writing must form a credible basis upon which sound decisions may be taken. In this regard, besides communicating information accurately in an appropriate format, effective business writing demonstrates rationale, enhances credibility, carries influential impact, and conveys suitable courtesy. All powerful determinants for maintaining interest, rapport and enhancing sustainable achievement in the world of business.

This short course gives practitioners, managers and administrators insights into sharpening and enhancing their business writing and communication skills in multiple and varied business contexts, such as writing with impact and garnering results, drawing up reports as a sound basis for decision-making and outcome reporting, minute taking, as well as delivering and presenting to an audience.

Sample Topics Covered:

Business written communication: Best-use contexts, pros and cons

Introduction to key forms of business writing

Fundamental requirements for effective business writing

A credible basis on which sound decisions may be taken

Report writing

Fundamentals of managerial communication

Minute taking

A take on business writing and social media

Presenting to an audience: Basic tips and skills

General Information

Time: 09.00 - 12.00hrs (March)
13.00 - 16.00hrs (October)

Venue: Online

Level: Introductory

Schedule

Duration: 3 hours

Dates: 26 March
 17 October

Target Audience

Managers, business leaders, administrators, and professionals will all find this course useful in learning how to communicate more effectively.

Registration fee: **€95 per participant**

- Full time student (50% discount)
- Senior citizen (50% discount)
- Group booking of 4 or more applicants from the same Organisation (10% discount)

Applications are to be made by clicking the **'apply now'** button and completing the online application process.

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Lecturer

Dr Nathaniel Massa



Nathaniel holds a PhD in Business and Management from the Adam Smith Business School at the University of Glasgow, and an MBA from Henley Business School. Spanning academia and industry through consulting assignments, Dr Massa is resident senior faculty at the Department of Management at the University of Malta, where he is also a founding member on the board of the Centre for Entrepreneurship and Business Incubation. His research interests include business management, international business strategy and entrepreneurship, as well as organisational behaviour and family business research. He is associated with the Community for Internationalisation and Enterprise Research at the Adam Smith Business School, University of Glasgow, and is a member of the Academy of International Business (AIB), USA, and the British Academy of Management (BAM), UK. Invited to lecture, present his research and participate at international fora and foreign universities, Dr Massa is actively involved in training programmes for managers and executive practitioners in industry.

Cheques to be made payable to: Malta Stock Exchange Institute Ltd.

Payments by bank transfer

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This application is to be accompanied by payment or proof of payment by bank transfer.