

# BUSINESS WRITING CERTIFICATE

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## Program Description

To succeed in your career, it is crucial to become an effective workplace writer. Developing your skills in business writing can help support your goals and influence decision making.

In this certificate program, you will discover how to apply key tools and principles that will help you prepare messages to accomplish your professional objectives by meeting your readers' needs and expectations, impressing your audience along the way. You will identify and reinforce your writing strengths as well as remedy any key weaknesses that reduce the clarity and overall success of your message. As you engage with topics such as persuasive writing or presentation writing, you will gain applicable best practices to use in business settings and beyond. By the end of the program, you will be able to not only identify and reinforce your writing strengths but also develop new writing habits that will enable you to be more self-confident, efficient, and versatile as you plan, draft, and revise your workplace communications.

## Key Takeaways

- Choose effective topics, points, and support to deliver greater value with your message
- Use style to reduce ambiguity and find your "voice"
- Shape your message by designing an appropriate structure to convey the relationships among ideas
- Create an executive summary of a complex message
- Articulate the three As: the "ask," the audience, and the argument
- Determine when to utilize tables, charts, graphs, and concept visuals to effectively communicate data
- Plan and create report decks that include effective and supportive graphic elements
- Convert a PowerPoint presentation into a one-page reading deck report

## What You'll Earn

- Business Writing Certificate from the Cornell SC Johnson College of Business
- 40 Professional Development Hours (4 CEUs)

## Who Should Enroll

- Managers
- Executives
- Entrepreneurs
- Professionals interested in improving their business-writing skills

## Total Investment

2 months to complete all courses

## How To Enroll

For more information on how to enroll, please visit Business Writing Certificate (<https://ecornell.cornell.edu/certificates/financial-management/business-writing/>).

Code	Title	Hours
<b>Core Courses</b>		
eCornell LSM702	Business Writing Fundamentals	0
eCornell LSM703	Advanced Business Writing	0
eCornell LSM717	Communicating Quantitative Data	0
<b>Elective Courses</b>		
Select one of the following:		
eCornell LSM708	Building Compelling Slide Decks and Reports	
eCornell LSM709	Persuasive Writing	
eCornell LSM588	Planning and Delivering Effective Presentations	