

## Integrating Business Writing into your curriculum

**Business Writing** is designed to be a supplementary resource to be integrated into a teacher-led course. It can, however, stand alone as an introduction to business communication or as a refresher course. The individual units can be designated for self access or homework use, or can be used in the classroom.

In order to integrate the program into your own curriculum, start by looking at the syllabus, which can be found on the Clarity Support Site. This gives details of the language areas and skills covered in the units. For example, these are some (abbreviated) details from one of the units:

### Successful emails: the basics

- Presentation of learning objectives
- Introduction to good email practice
- Tackling the issue of formality in emails
- Reading comprehension: three emails
- Abbreviations and emoticons
- Rewrite an email that is too informal
- Parts of an email and their function
- Avoiding sexist language: listening activity

Look at your own syllabus, or the contents of your course book. From there, you can cross-reference the two resources. For example, if Unit 2 of your course book includes exercises on formality and informality, you may wish to use the relevant parts of the unit above as a homework activity. Alternatively, if you have access to computers, a smart board or a data projector, you could use some or all of the activities in class. This is effective as a motivating change of focus in a lesson.

Note that there are also downloadable, paper-based worksheets available on the Business Writing website.

## Editing your copy of Business Writing

Most institutions use the standard version of **Business Writing**. However, it is possible to rearrange the units and exercises in **Business Writing** and to edit the content of the activities, creating your own customised version of the program. You may wish to do this because you want to introduce materials that your learners have been working on in class, or to edit the texts to be more appropriate to the exact language level or to the cultural or business expectations of your learners. In order to edit **Business Writing**, you need a copy of Clarity's **Author Plus** and **Results Manager**. For more details, see [www.ClarityEnglish.com/AuthorPlus](http://www.ClarityEnglish.com/AuthorPlus).



## Clarity Support

Clarity provides extensive support for teachers, technicians and administrators. To explore this, go to [www.ClaritySupport.com](http://www.ClaritySupport.com).

### Teacher Support

Click into the **Business Writing** section for the syllabus, a worksheet to help teachers get to know the program, transcripts of the units, pdf worksheets and more.

### Technical Support

This offers guidance on installation, and answers common technical questions.

If you have queries that are not answered on the site, please email [support@clarity.com.hk](mailto:support@clarity.com.hk) or phone Clarity.



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CORE SKILLS FOR

# Business Writing

## Installation instructions

For installation instructions, please see the installation guide in the box (network version) or your welcome email (online version). There are also copies of the installation instructions on the Clarity Support site at [www.ClaritySupport.com](http://www.ClaritySupport.com).

[www.clarity.com.hk](http://www.clarity.com.hk)





## What is Business Writing?

**Business Writing** is a comprehensive course in written business communication. The program covers emails, letters, a variety of report types – and even touches on text messaging as an emerging medium. Learners tackle key writing skills, including understanding the writing process, making texts clear and appropriate and effectively linking ideas. **Business Writing** is arranged around a wide variety of authentic and semi-authentic business texts, and includes activities where learners create their own emails, letters and reports. The resources are supported by a library of model writing on the **Business Writing** website.

## How to start?

To start **Business Writing**, double-click on the icon on the Desktop (or choose **Business Writing** from the Start menu). The first screen shows the menu of units in the program. The units are free standing and do not have to be tackled in sequence.

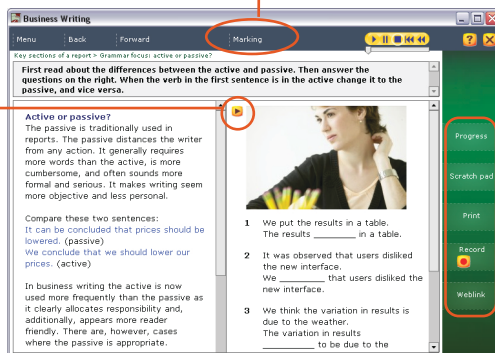
## Navigation

Navigation is very straightforward. To move to the next or previous exercise, click on the Back, Forward and Menu buttons at the top of the screen.



## Marking

When you have finished an exercise, click on the Marking button at the top of the screen. In some exercises, next to the Marking button there is a choice between Instant and Delayed. Click on Instant for questions to be marked as you do them; click on Delayed for marking when you have completed all the questions.



## Listening button

Some exercises have an audio component. Click the play button to listen. Sometimes the audio is only available after marking.

## Dictionary

**Business Writing** has a link to the Cambridge Dictionaries Online. You can look up a word by holding down the Ctrl key and clicking on it. Provided your system does not block pop-ups, this will open a browser and take you to the correct entry in the dictionary. Note that it will not work on words which form part of a question (eg gaps, drags or multiple choice items).

## Website

**Business Writing** has its own dedicated website. This includes: additional activities; model answers for some of the extensive writing activities in the program; study sheets for learners to download and print out; downloadable MP3s for learners to listen to away from the computer and links to other relevant websites. You can access the **Business Writing** website via the link on every screen of the program or by typing the url directly into your browser. [www.ClarityEnglish.com/BusinessWriting/Weblinks](http://www.ClarityEnglish.com/BusinessWriting/Weblinks)

## Progress

Each time an exercise is marked, progress details are saved. These include the time the activity was started, how long the learner spent on it, the score achieved and the name and location of the exercise itself. Learners can view this information, which is saved across sessions, by clicking on the Progress button. For teachers, **Business Writing** also integrates with **Results Manager** (see below).

## Scratch Pad

The Scratch Pad is an electronic notepad learners can use to make notes, jot down questions they want to ask the teacher or do extended writing activities. The contents of the Scratch Pad are automatically saved for each learner under their login name.

## Printing

You can print out any of the texts and exercises by clicking on the Print button on the right hand side of the screen.

## Audio Recording

The first time **Business Writing** is opened, the program will display a button on the right-hand side labelled 'Recording'. To set up the recording software - called the Clarity Recorder - click on this and follow the instructions. Thereafter, provided the Clarity Recorder is running on the computer, a red recording button will be displayed. If this red button is absent, simply go to the Start menu and start up the Clarity Recorder.

## Integration with Results Manager

**Business Writing** works with **Results Manager** which enables teachers to input learner details, allocate learners to groups and to generate reports. For more details on **Results Manager**, please visit the Clarity website.

[www.ClarityEnglish.com/ResultsManager](http://www.ClarityEnglish.com/ResultsManager)

