

## Business Writing

### Language

English

### Course content and objectives

Excellent written communication skills are as valuable a resource as knowledge of a foreign language, especially for more formal occasions. This course teaches students to write any type of document in a professional, clear and convincing way, and then use this skill in all contexts, from project presentations to business emails.

### Aims

- to acquire awareness of the fundamental skills of business writing: to write clearly and directly, or in a captivating way, to make the message more effective;
- to master the techniques for organizing the structure of a text;
- to stimulate creativity;
- to develop a variety of stylistic choices, knowing how to choose the most effective register for the context, the objective and above all the recipient.

### Classroom activities

Alternate practical exercises, discussion, case history, theoretical layout, including in cases shared by participants. At the end of each lesson, assignments will be provided which will be the subject of feedback for the next session.

### Guest Speakers

- March 2: Paola Maradini - *Compliance Manager, Unicredit* and Mara Buccolo - *Senior Aml Specialist, Unicredit*
- March 3: Luca Ornella and Paolo Fontanella - *International Sales Manager RAI Pubblicità*
- March 4: Angelika Vaasa (online) - *Head of the Quality Coordination Unit, DG Translation, of European Parliament, Chair of ISO WG11*

### Teaching mode

It will be possible to participate in the course exclusively in synchronous classroom mode (in presence).

### Final test

The final test of the course will consist of multiple-choice test that can be taken in presence only.

### Faculty for the course

**Lorenzo Carpanè**, scholar and researcher in linguistics and communication skills. Teaches at University of Bolzano and for Palestra della scrittura, Milan. His clients are major Italian companies, especially in finance, banking and insurance. Published about 100 articles, 15 books. As a writer, 3 novels, 5 fairy tales.