

Mini-MBA of Specialization in Communication and Effective Writing - Preparation of Business and Social Support Documents



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Plan of Specialization MINI-MBA in Communication and Effective Writing – Development of Business Support Documents and Social

Total Length

50 Hours

Target Audience

This Specialization Mini-MBA is intended for all secretarial or advisory professionals who need to write in a clear, fast and effective way, a varied number of documents.

Outcome Profile

All students are entitled to a certificate of participation in MINI-MBA.

Additionally, and without any additional cost, can undergo a proficiency test at the end of the Specialization Mini-MBA. This is optional and after approval, participants receive a certificate of "Approved in the Evaluation Exam."

This certificate provides access to academic equivalence disciplines at level of Bachelor or Master according to the University chosen by the student.

High Skills cannot ensure the level of credits earned because they are only the responsibility of the university and Specialization Mini-MBA chosen by the participant.

Pre requirements

Not applicable.

General objectives

This Mini MBA aims to provide and update skills to identify and draft the greatest possible number of professional and social documents, essential to the effective functioning of any institution.

Specific objectives

At the end of this Specialization Mini-MBA the trainees were able to:

- Understand the Functioning of the Portuguese Language;
- Identify and manage the mechanisms of writing dynamics
- Identify the types of business documents;
- Correctly write business documents (minutes, presentations, letters, social cards, circulars, emails, memos, reports, summaries, plans: events, trips, etc.) and social (presentations, letters, social and representation cards, etc.)

Modular structure and workload

Module	Duration
<i>Module 0 – Opening</i>	
<i>Module I – Understand the Functioning of the Portuguese Language</i>	12h
<i>Module II – Identify and manage the writing dynamic mechanisms</i>	6h
<i>Module III – Mechanisms of written expression: stages of drafting professional and social documents</i>	6h
<i>Module IV – Identify and Writing professional documents</i>	12h
<i>Module V – Identify and Compose social documents</i>	3h
<i>Module VI – Assess and evaluate the knowledge acquired</i>	3h
<i>Module VII – Knowledge Test and Assessment</i>	8h
<i>Module VIII – Closing</i>	
Total	50h

Program Content

Module 0 – Opening

- Presentation of trainers and trainees;
- Presentation of the objectives and training program operating methodologies.

Module I – Understand the Functioning of the Portuguese Language

- Know the main assumptions of the Portuguese language;
- Identify the key elements of prescriptive and descriptive grammar;
- Analyze the specific vocabulary of each professional and personal document;
- Recognize the changes introduced by the new orthographic agreement.

Module II – Identify and manage the writing dynamic mechanisms

- Manage production tools writing, appropriate to each document;
- Identify the most common mistakes and avoid them;
- Write documents using stylistic correction;
- Test their knowledge through actual utterances.

Module III – Mechanisms of written expression: Stages of drafting professional and social documents

- Plan strategies according to the objectives :
 - Determine communication goals;
 - Collect, select and organize information to build the topic to be treated;
 - Determine the status and relations between the parties;
 - Select the appropriate type of situation to the text;
 - Build schemes or plans.
- Run the documents according to the formulated plan:
 - Follow the plan drawn up;
 - Using harvesting techniques of the party interest;
 - Using the speaker persuasion techniques;
 - Present relevant ideas;
 - Perform construction operations cohesion and textual coherence;
 - Using textual markers;
 - Use appropriate and expressive vocabulary;
 - Express themselves with linguistic correction.
- Assess and validate the final results:
 - Refletir sobre as produções realizadas (auto e coavaliação);
 - Reflect on the productions made (self and co-evaluation);
 - Reformulate their production according to the assessment.

Module IV – Identify and Writing professional documents

- Minutes;
- Letter;
- Presentation letter;
- Social cards;
- Circular – mailing;
- Statement – Press Release;
- Contract agreement;
- Curriculum vitae;
- Declaration;
- Email;
- Shipping / Receiving information;
- Instruction;
- Order of Service;
- Memo;
- Complaint;
- Application;
- Report.

Module V – Identify and Compose social documents

- Opinion article;
- Blog;
- Letter;
- Presentation letter;
- Thanksgiving card;
- Invitation card;
- Condolence card;
- Curriculum vitae;
- Declaration;
- Email;
- Complaint;
- Application;
- Report.

Module III – Knowledge Test and Assessment

- Assess and evaluate the knowledge acquired.

Module IV – Closing Action

- Specialization MIni-MBA evaluation: trainers and trainees.

Methodology

This Specialization Mini-MBA aims to promote an interactive environment between the trainer and the group as well as among all students. In this sense refers to an approach of the syllabus through the use of methods and diverse pedagogical techniques.

Moment / Objective	Method / Technique
I module	Expositive
In modules II, III , IV and V	Expositive Demonstrative Active Analysis of Real Cases
VI module	Interrogative
In every modules.	Interrogative

Students Assessment

Valuation techniques shown are framed by the three time points as follows, as expressed in the following table:

Moment	Technique	Instrument	Objective
Initial	Oral questions formulation	Script of questions	Prerequisites verification
Formative	Observation	Grid Observation	Performance assessment throughout the sessions
Summative	Assessment	Test	

Didactic Resources

- ✓ Training Room;
- ✓ Video projector;
- ✓ Theoretical documentation;
- ✓ Trainee Kit.

Training Team

Dra. Maria Manuela Saraiva

International Consultant and Trainer and specialist in the Behavioral and Personal Development area, certified in the Administrative, Secretarial, Management and Communication Support areas.



Graduated in Secretariat, by ISLA - Higher Institute of Languages and Administration, with extensive professional experience in the implementation of various training projects for national and international companies, developing skills in the areas of: Customer Service, Administrative Techniques, Executive Secretariat & Advisory Services Administration, Document and file management, Protocol and Public Relations, Ethics and Corporate Etiquette, Work Organization, Time and Stress Management and Complaints Management. Extensive experience in Personal Development and Communication Projects, namely, Leadership, Teamwork, Conflict Management, Managing emotions in difficult situations.

Consolidated experience as a consultant and trainer at PALOP's. IEFP Certified Trainer since 2005, with CAP Equivalence Certificate issued by CENFFOR, Angola, in 2018.

Conditions

If you have more than two participants contact us to know our business benefits!

High Skills – Formação e Consultoria, LDA.

Avenida de Berna, nº 8 1050-040 Lisboa, Portugal

Nº fiscal: 513 084 568

Registration is confirmed only after issuance of the pro-forma invoice / final invoice and payment thereof.

Cancellations and Miss of Presence

Trainee/s may cancel their subscription up to 6 business days prior to the Specialization Mini-MBA start date.

The (s) trainee (s) may be substituted by other (s) participant (s) and must report the change within 5 working days before the Specialization Mini-MBA starts.

If Trainee (s) don't show up at the beginning of the training day will not lead to a refund of the registration fee and will be charged in full.

Application form

1. CLIENT (Fill in when the Forming is not final customer)			
Entity:		Telephone:	
Responsible:		E-mail:	
Address:			
Postal Code:		Fax:	
VAT Number:			
2. GRADUATES DATA			
Name:			
E-mail:			
Naturality:			
Mini-MBA:	MINI-MBA in Communication and Effective Writing – Development of Business Support Documents and Social		
Birth Date:		Nacionality:	
Passaport:		Expiration date:	

Possible contacts for more information:

E-mail: geral@highskills.pt

Phone: +351 217 931 365

