



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Business Writing and Presentation Skills

Communication Studies and Language / Language

Unit Standard 115790 · NQF Level 5 · 5 Credits · 3 Days

COURSE OVERVIEW

This course equips learners with the skills to write and present effectively for a wide range of purposes, audiences, and contexts. It focuses on structuring clear, purposeful communication and delivering presentations with confidence and impact, enabling professionals to convey their messages persuasively and professionally.

Category	Communication Studies and Language
Subfield	Language
Unit Standard	115790
Accreditation	SAQA Accredited · NQF Level 5 · 5 Credits
Duration	3 days
Training Method	On-Campus
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of effective writing to produce clear, concise, and audience-appropriate documents.
- Analyze the purpose, audience, and context of communication to select appropriate styles and formats.
- Design and structure presentations that are logical, engaging, and tailored to the audience.
- Demonstrate effective verbal and non-verbal presentation techniques to enhance message delivery.
- Evaluate and refine written and spoken communication through feedback and self-review.
- Implement strategies to overcome communication barriers and handle audience questions confidently.

WHO SHOULD ATTEND

- This course is ideal for professionals at all levels who need to enhance their business writing and presentation capabilities, including managers, team leaders, administrators, and anyone required to communicate complex information clearly and effectively.

COURSE OUTLINE

Day 1: Foundations of Business Writing

- Introduction to business communication
- The writing process: planning, drafting, revising, editing
- Audience analysis and purpose
- Tone, style, and language in business writing
- Common grammar and punctuation errors
- Writing clear and concise emails
- Memos and internal communication
- Overview of business reports and proposals

Day 2: Advanced Business Writing and Presentation Design

- Writing persuasive proposals and reports
- Structuring long documents: executive summaries, headings, and appendices
- Visual design principles: white space, fonts, and graphics
- Presentation planning: defining purpose and audience
- Designing effective PowerPoint slides
- Using storytelling and data visualisation in presentations
- Writing for digital media: blogs, social media, and web content
- Reviewing and editing techniques

Day 3: Presentation Delivery and Professional Integration

- Verbal and non-verbal communication in presentations
- Techniques for overcoming stage fright
- Engaging the audience: storytelling, humour, and interaction
- Handling Q&A; sessions and difficult questions
- Team presentations: coordination and delivery
- Evaluating presentations: criteria and feedback
- Integrating writing and presentation skills in the workplace
- Creating a personal development plan

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **5 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 13,900.00	R 13,900.00
1	In-House	R 18,100.00	R 18,100.00
1	On-Campus (Pretoria)	R 20,800.00	R 20,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
09 Sep 2026	11 Sep 2026	Online	—
14 Sep 2026	16 Sep 2026	In-House	—
22 Sep 2026	24 Sep 2026	On-Campus	Abu Dhabi, UAE
30 Sep 2026	02 Oct 2026	Online	—
05 Oct 2026	07 Oct 2026	In-House	—
13 Oct 2026	15 Oct 2026	On-Campus	Abu Dhabi, UAE
21 Oct 2026	23 Oct 2026	Online	—
26 Oct 2026	28 Oct 2026	In-House	—

Contact us if no suitable date is listed — on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 115790) and click **Get A Quote / Apply**. Select your training method and number of delegates — your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za — our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically — the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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