



*Ministry of cooperatives  
Labour and Social Welfare*



*Iran Technical and Vocational  
Training Organization*

Deputy of training  
Plan and curriculums office

# Competency Training Standard

## Title

# **Business and Report Writing Introduction**

## **Occupational group Information Technology**

International code

2523-53-127-1

**Date of standard compilation: : 2015/12/15**

Control of board on content compilation and accreditation: Plan and curriculums office  
National code:2523-53-127-1

**Member of Specialized commission IT Curriculum development:**

- Ali Mosavi: Iran TVTO Curriculum Development Office
- Mahmoud Taghipour Director Manager of Chaharmahal va Bakhtiary TVTO
- Morteza Mohammadian Dehkordi: Member of Iran TVTO IT Curriculum Development
- Hassan Solimany: Member of Iran TVTO IT Curriculum Development
- Sarang Ghorbanian: Member of Iran TVTO IT Curriculum Development
- Dariush Esmacili: Member of Iran TVTO IT Curriculum Development
- Shahram Shokofian: Manager of Iran TVTO IT Curriculum Development

**Cooperator Specialized organizations for compiling the training standard :**

- Iran Information Technology Development Co
- Iran Information Technology Development University
- Chaharmahal and Bakhtiari Technical and Vocational Training Organization

**Revision Process:**

- Scientific content
- According to market
- Equipment
- Tools

Plan & Curriculum Office  
97, nosrat avenue –Tehran, Iran

Tel:+98-21-66569900-9

Fax: +98-21-66944117

E-mail:Barnamehdarci@yahoo.com

**Training Standard Writers**

	Name & family name	Academic document	field	Job & post	Relevant experiences	Add & Tel & Email
1	Morteza Mohammadian Dehkordi	M. SC	Electronics Engineer	Education expert	Technical and Vocational Training Organization	Charmal &Bakhtiari Blvd:enghelab 09131812350
2	Ladan Hosseini	M.SC	Architectural Engineer	Chief of Department of Architecture University	University teaching	Charmal &Bakhtiari Islamic Azad University Borujen 09133811763
3	Mahmoud Taghipour	M. SC	Entrepreneur Engineer	Director General of Technical and Vocational Education-CHB	Technical and Vocational Training Organization	Charmal &Bakhtiari Blvd:enghelab 09133816277
4	Shahram Shokofian	B. SC	Software Engineer	Management & Expert	Technical and Vocational Training Organization	Manager of Iran TVTO IT Curriculum Development
5	Keyghobad Ghanbari	M. SC	Human resources management	Director General of grain and Business	Technical and Vocational Training Organization	Charmal &Bakhtiari Blvd:enghelab 09131811352
6	Ahmadreza Banisharif	M. SC	Electronics Engineer	Power Coach	Technical and Vocational Training Organization	Charmal &Bakhtiari Blvd:enghelab 09133803184
7	Mohammad Moradi	B. SC	Software engineer	Education Eexpert	Technical and Vocational Training Organization	Charmal &Bakhtiari Blvd:enghelab 09131838255
8	Ghazaleh khajali	B.SC	network engineer	Education expert	Technical and Vocational Training Organization	Charmal &Bakhtiari Blvd:enghelab 09132870629

9	Zahra Moradi	M. SC	MBA	Education expert	Technical and Vocational Training Organization	Charmal & Bakhtiari Blvd:enghelab 09363202690
10	Fatemeh Moradi	B. SC	Software engineer	Education expert	Technical and Vocational Training Organization	Charmal & Bakhtiari Blvd:enghelab 09139778592
11	Iman Mokhtarifard	M. SC	Software engineer	Research Assistant	jahad daneshgahi	No17 Shariati st Charmal & Bakhtiari 09133801588
12	Reza Asar	B. SC	Web Developer	Research Assistant	Technical and Vocational Training Organization	Charmal & Bakhtiari Blvd:enghelab 09375542841
13	Soraya Fathi	Diploma	Training Management	Education expert	Technical and Vocational Training Organization	Charmal & Bakhtiari :Shareate-ValeAsr St 09121937991
14	Elyas Khaksarhaghani	B. SC	Architectural Engineer	Architectural project designer and supervisor	Technical and Vocational Training Organization	Charmal & Bakhtiari Blvd:enghelab 09333612899
15	Marjan Houshangi	B. SC	Management and Educational Planning	Ethics Science	Technical and Vocational Training Organization	Charmal & Bakhtiari Blvd:enghelab 09134831019
16	Mohammad Banitalebi	B. SC	Civil Engineer	Civil Coach	Technical and Vocational Training Organization	Charmal & Bakhtiari Blvd:enghelab 09132829179
17	Marzieh Talebi	M. SC	Electronics Engineer	Education expert	Technical and Vocational Training Organization	Charmal & Bakhtiari Blvd:enghelab 09132818405

## **Definitions:**

### **Job standard:**

The characteristics ' required competencies and abilities for Efficient Performance in work environment is called "the Job standard", and sometimes “The Occupational standard”

### **Training standard:**

The Training Map for achieving the Job’s subset Competencies.

### **Job title:**

Is a set of Tasks and Abilities which is expected from an employed person in the defined level

### **Job description:**

A statement covering the most important elements of a job, namely the position or title of the job, the duties, job’s relation with other jobs in a occupational field, the responsibilities, workplace conditions and required performance standards.

### **Course duration:**

The minimum of time which is required to achieve the training objects.

### **Admission requirements:**

The minimum of competencies and abilities which are obligatory for a potential admission.

### **Evaluation:**

The process of collecting evidence and judgment about whether a competency is achieved or not.

Include: written examination, practical examination

### **Required Qualifications for Trainers:**

The minimum of Trainer’s technical and vocational abilities which the trainer is required to have.

### **Competency:**

The ability of efficient performing a duty in a variety of workplaces conditions

Knowledge:

The minimum set of facts and mental capacities which is necessary for achieving a competency. This can include science, (Mathematics, physics, chemistry or biology), technology or technical.

### **Skill:**

The minimum coordination between mind and body for achieving an ability or competency. It normally applied to practical skills.

### **Attitude:**

A set of emotional behaviors required for achieving a competency and can have non-technical skills and occupational ethics.

### **Safety:**

The cases which doing or not doing something can cause harm or accident

### **Environmental Consideration:**

A set of consideration about the act which should be done to minimize the environmental damage or pollution.

**competency title:****Business and Report Writing Introduction****competency description:**

This course provides a solid foundation in business writing skills and the production of typical business management documents. Participants are given the tools to write better contract proposals, business plans, executive summaries, recommendation reports and internal business communications.

Develop writing skills to convey a credible message

Compose concise messages using a structured writing process

Adapt your writing to your audience's needs

Fine-tune language to improve persuasiveness and impact

Enhance email communication by creating clear messages

Identifying your audience

Drafting for clarity and revising for conciseness

Constructing successful email communication

Creating a Prioritization Matrix

Writing an effective Executive Summary

Producing a report using an end-to-end writing process

**Admission Requirements:**

minimum degree of education: Computer or IT related Bachelor

minimum physical and mental ability: Working with computer

prerequisite skills:-

**Course duration:**

*Course Duration : 24Hours*

*-Theoretical: 8 Hours*

*-Practical: 16 Hours*

*-Apprenticeship:... Hours*

*-Project:... Hours*

**Evaluation : (%)**

**Written:25%**

**Practical:65%**

**Work ethics:10%**

**Required Qualifications for Trainers:**

**competency training standard**

**tasks**

	<b>Title</b>
<b>1</b>	<b>Why Good Business Writing Matters</b>
<b>2</b>	<b>Supporting Business Objectives</b>
<b>3</b>	<b>Planning for Your Audience</b>
<b>4</b>	<b>Structuring Your Documents</b>
<b>5</b>	<b>Writing Reports that Address Business Problems</b>
<b>6</b>	<b>Highlighting Benefits to Your Readers</b>
<b>7</b>	<b>Writing to Persuade Your Readers</b>
<b>9</b>	<b>Saying What You Mean in E-mail</b>

Training standard  
Contents analysis form

<b>Title:</b> Why Good Business Writing Matters	time			
	theoretical	practical	total	
Knowledge ,skill ,attitude ,safety, Environmental Consideration				Equipments ,tools, materials ,books
Knowledge and Skill: <ul style="list-style-type: none"> <li>• Key benefits for the business</li> <li>• Increasing your business effectiveness</li> <li>• Identifying key communication problems</li> </ul>				
Attitude: Speed and accuracy in doing the right thing				
Health & Safety:  Compliance with safety protection in the workplace				
Environmental Consideration: Compliance with environmental protection				

Training standard  
Contents analysis form

<b>Title:</b>	time			
	theoretical	practical	total	
Supporting Business Objectives				
Knowledge ,skill ,attitude ,safety, Environmental Consideration				Equipments ,tools, materials ,books
Knowledge and Skill:				
he benefits to the writer				
Enhancing your professional image				
Improving career choice				
The business writing process				
Breaking writing down into a clear process				
Scheduling tasks for completion				
Attitude:				
Speed and accuracy in doing the right thing				
Health & Safety:				
Compliance with safety protection in the workplace				
Environmental Consideration:				
Compliance with environmental protection				

Training standard  
Contents analysis form

<b>Title:</b> Planning for Your Audience	time			
	theoretical	practical	total	
Knowledge ,skill ,attitude ,safety, Environmental Consideration				Equipments ,tools, materials ,books
Knowledge and Skill:				
Adapting to audience needs				
Contextualizing your writing				
Eliminating barriers between you and your readers				
Leveraging different communication styles				
Deciphering clues to style preferences				
Responding and relating well to your readers				
Attitude: Speed and accuracy in doing the right thing				
Health & Safety:  Compliance with safety protection in the workplace				
Environmental Consideration: Compliance with environmental protection				

Training standard

Contents analysis form

<b>Title:</b> Structuring Your Documents	time			
	theoretical	practical	total	
Knowledge ,skill ,attitude ,safety, Environmental Consideration				Equipments ,tools, materials ,books
Knowledge and Skill:				
Identifying the macro structure of business documents				
Handling the business document paradox				
Classifying different types of business documents				
Developing the micro structure template				
Recognizing key topics				
Structuring raw material				
Organizing information to highlight gaps				
Attitude: Speed and accuracy in doing the right thing				
Health & Safety:  Compliance with safety protection in the workplace				
Environmental Consideration: Compliance with environmental protection				

Training standard

Contents analysis form

<b>Title:</b>	time			
	theoretical	practical	total	
Writing Reports that Address Business Problems				
Knowledge ,skill ,attitude ,safety, Environmental Consideration				Equipments ,tools, materials ,books
Knowledge and Skill:				
Recognizing the business impact				
Defining the criteria for a quality business document				
Identifying the business impact of the problem				
Demonstrating the value of confronting the situation				
Recommending solutions				
Conducting effective research				
Applying decision-making criteria				
Tying your recommendation to the organization's mission				
Attitude:				
Speed and accuracy in doing the right thing				
Health & Safety:				
Compliance with safety protection in the workplace				
Environmental Consideration:				
Compliance with environmental protection				

Training standard

Contents analysis form

<b>Title:</b>	time			
	theoretical	practical	total	
Highlighting Benefits to Your Readers				
Knowledge ,skill ,attitude ,safety, Environmental Consideration				Equipments ,tools, materials ,books
<b>Knowledge and Skill:</b> Facilitating your readers' understanding Managing paragraphs using topic sentences Incorporating your readers' words Avoiding synonyms Ordering your information Writing effective headings Reducing inferential load Structuring sentences to signal benefits				
<b>Attitude:</b> Speed and accuracy in doing the right thing				
<b>Health &amp; Safety:</b> Compliance with safety protection in the workplace				
<b>Environmental Consideration:</b> Compliance with environmental protection				

Training standard  
Contents analysis form

<b>Title:</b>	time			
	theoretical	practical	total	
Writing to Persuade Your Readers				
Knowledge ,skill ,attitude ,safety, Environmental Consideration				Equipments ,tools, materials ,books
<b>Knowledge and Skill:</b> Honing your writing to improve persuasiveness Tying your writing to the decision-making process Making credible claims Avoiding oversimplification Influencing your audience to value your ideas Creating an effective Executive Summary Presenting information Improving bulleted lists by showing words in tables Highlighting alternatives to aid rapid decision-making Prioritizing business solutions Countering opposition				
<b>Attitude:</b> Speed and accuracy in doing the right thing				
<b>Health &amp; Safety:</b> Compliance with safety protection in the workplace				
<b>Environmental Consideration:</b> Compliance with environmental protection				

Training standard  
Contents analysis form

<b>Title:</b> Saying What You Mean in E-mail	time			
	theoretical	practical	total	
Knowledge ,skill ,attitude ,safety, Environmental Consideration				Equipments ,tools, materials ,books
Knowledge and Skill:				
Writing clearly				
Prioritizing your subject				
Optimizing word choice				
Differentiating between active vs. passive voice				
Eliminating pronouns and modifiers				
Writing concisely				
Choosing a style appropriate for audience and context				
Revising to heighten impact				
A professional approach to e-mail				
Respecting readers' time, interest and ability to focus				
Extinguishing flame wars				
Crafting relevant subject lines				
Attitude: Speed and accuracy in doing the right thing				
Health & Safety:  Compliance with safety protection in the workplace				
Environmental Consideration: Compliance with environmental protection				

Equipment & Tools & Materials & Resources (books, site, software...) form

\*Required quantity for each 16 Trainees