

TWB launches India's first online technical writing programme



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THE Writers Block (TWB) has made a foray into online education with the launch of its unique initiative TWB Online. TWB Online offers technical documentation outsourcing and training services suitable for the technology companies.

TWB also offers various Technical Writing Certification programmes, and aims at creating trained manpower at national level. TWB OnLine offers formalised training to students from a remote location. Students who cannot attend a programme due to dis-

tance or time scheduling constraints can benefit immensely from this programme.

The online course offers accessibility to potential students from different parts of the country. Anybody with access to a computer with Internet connection can enroll for it. Specially designed online programme would

enable them to provide the 'TWB Experience' which may otherwise be diluted through a franchise training center model.

TWB OnLine will provide students greater flexibility by allowing them to train at their own pace and time without missing out on the authentic 'TWB Experience', which is synonymous with their class-



room programmes. The 'TWB Experience' includes focus on communication fundamentals, experienced faculty, comprehensive training material, best industry interface and mentorship right from training to placement and beyond.

The Writers Block is led by a team of committed professionals who have years of experience in both managing large and complex documentation requirements as well as training and mentoring incumbents breaking into this field.

TWB's domain expertise is in the following fields:

- ERP applications, including sales, purchasing, inventory control, reporting, master data management.
- CRM applications including pharmaceutical, hi-technology and consumer goods. This includes lead management, partner management, contracts and invoicing.
- Banking and financial industry including trade finance, retail, settlements and export trade.
- Communications and telecom including telecom technologies.
- Commercial applications including payroll, financial accounting, medical information systems.
- Education: E-Learning, classroom learning and CBTs.
- Business consulting: Business processes.

For more information log on to <http://www.twb-dl.com>.