

**University of Global Village**  
**Department of Business Administration**

**Course Title: Business Communication**

<b>Course Code: 0415-225</b>	<b>Credit: 03</b>
<b>Semester End Exam (SEE) Hours : 03</b>	<b>CIE Marks : 90</b> <b>SEE Marks : 60</b>

❖ **Course Learning Outcomes: At the end of the Course, the Student will be able to-**

<b>CLO 1</b>	Understand business communication concepts serving as a basis for effective spoken and written communication in a business setting.
<b>CLO 2</b>	Understanding of the purpose of communication to the specific needs of the situation and the participants.
<b>CLO 3</b>	Develop an understanding written communication concept as a foundation for effective written communication in a business setting.
<b>CLO 4</b>	Develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents.
<b>CLO 5</b>	Learn to use standard formats, techniques, and documents to gain credibility in business settings.

• **Course Plan Specifying Topic, Teaching Times and CLOs**

<b>SL</b>	<b>Topics</b>	<b>Hrs.</b>	<b>CLOs</b>
1	<b>Communication in workplace</b> •	6	CLO1
2	<b>Forms and Objectives of Business Communication</b> •	6	CLO1
3	<b>Written Communication</b>	4	CLO3
4	<b>Writing Cover letter and CV</b>	7	CLO4 CLO5
5	<b>Writing Business Reports</b>	7	CLO4 CLO5
6	<b>Business Meeting</b>	6	CLO4 CLO5
7	<b>Writing Memos &amp; Gmail</b>	6	CLO4 CLO5

**Course plan specifying content, CLOs, teaching learning and assessment strategy mapped with CLOs:**

<b>Week</b>	<b>Topics</b>	<b>Teaching Learning Strategy</b>	<b>Assessment Strategy</b>	<b>Corresponding CLOs</b>
1	<b>Communication in the business</b> <ul style="list-style-type: none"> <li>• Meaning of Communication.</li> <li>• Elements of Communication.</li> <li>• Communication process.</li> <li>• Principles of communication,</li> <li>• 7 Cs of Communication</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Written Exam</li> <li>▪ Assignment</li> </ul>	<b>CLO 1</b>
2	<ul style="list-style-type: none"> <li>• 4 Ss of Communication</li> <li>• Define Business Communication.</li> <li>• Purpose of Business communication.</li> <li>• Scope of Business Communication.</li> <li>• Importance of Business communication</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Written Exam</li> <li>▪ Assignment</li> </ul>	<b>CLO1</b>
3	<b>Forms of Business Communication</b> <ul style="list-style-type: none"> <li>• Upward</li> <li>• Downward</li> <li>• Horizontal</li> <li>• Diagonal</li> <li>• Manual</li> <li>• Instrumental</li> <li>• Internal</li> <li>• External</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Assignment</li> <li>▪ Presentation</li> </ul>	<b>CLO1</b>
4	<b>Objectives of business communication</b> <ul style="list-style-type: none"> <li>• Meaning of Advice</li> <li>• Importance of advice</li> <li>• How to make effective advice to the subordinates</li> <li>• .</li> </ul>	<ul style="list-style-type: none"> <li>▪ Written exam</li> <li>▪ MCQ test</li> <li>▪ Assignment</li> <li>▪ Presentation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Written Exam</li> <li>▪ Assignment</li> </ul>	<b>CLO1 CLO2</b>
5	<ul style="list-style-type: none"> <li>• Meaning of order</li> <li>• Types of order.</li> <li>• Characteristics of Effective order</li> </ul>	<ul style="list-style-type: none"> <li>▪ Written exam</li> <li>▪ MCQ test</li> <li>▪ Assignment</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Written Exam</li> <li>▪ Assignment</li> </ul>	<b>CLO1 CLO2</b>

	<ul style="list-style-type: none"> <li>• Persuasion</li> <li>• The art of persuasion</li> </ul>	<ul style="list-style-type: none"> <li>▪ Presentation</li> </ul>		
6	<b>Motivation and Warning</b> <ul style="list-style-type: none"> <li>• Meaning of Motivation.</li> <li>• Need of Motivation</li> <li>• Concept of Warning.</li> <li>• Idea nature of Warning.</li> <li>• Information</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Written Exam</li> <li>▪ Assignment</li> </ul>	<b>CLO2</b>
7	<b>Written Communication</b> <ul style="list-style-type: none"> <li>• Meaning of Written communication.</li> <li>• Qualities of effective written communication.</li> <li>• Importance of written communication.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Written Exam</li> <li>▪ Question and Answer (Oral)</li> </ul>	<b>CLO2</b>
8	<b>Written Communication</b> <ul style="list-style-type: none"> <li>• Effective tips of written communication.</li> <li>• Advantages of written communication.</li> <li>• Disadvantages of written communication.</li> <li>• various forms of written communication</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Written Exam</li> <li>▪ Assignment</li> </ul>	<b>CLO3</b>
9	<b>Writing Cover letter and CV</b> <ul style="list-style-type: none"> <li>• Basic of Cover Letter</li> <li>• Purposes of Cover Letter</li> <li>• Format of Cover Letter</li> <li>• Types Cover Letter</li> <li>• Strategies in Writing Cover letter.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Written Exam</li> <li>▪ Demonstration</li> <li>▪ Assignment</li> </ul>	
10	<b>Writing Cover letter and CV</b> <ul style="list-style-type: none"> <li>• Meaning of Curriculum Vitae</li> <li>• CV vs. Resume</li> <li>• What include in CV</li> <li>• Thank You Letter</li> <li>• Job Acceptance letter.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Written Exam</li> <li>▪ Demonstration</li> <li>▪ Assignment</li> </ul>	<b>CLO4</b> <b>CLO5</b>
11	<b>Writing Business Reports</b> <ul style="list-style-type: none"> <li>• Concept of Business Report.</li> <li>• Objectives of Business Report.</li> <li>• Characteristics of good Report</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Written Exam</li> <li>▪ Demonstration</li> <li>▪ Assignment</li> </ul>	<b>CLO4</b> <b>CLO5</b>

	<ul style="list-style-type: none"> <li>▪ Types of business Report</li> </ul>			
12	<b>Writing Business Reports</b> <ul style="list-style-type: none"> <li>• Stages of a Report,</li> <li>• Structure of Business Report</li> <li>• Format of business report</li> <li>• Writing procedure of business report</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Written Exam</li> <li>▪ Demonstration</li> <li>▪ Assignment</li> </ul>	<b>CLO4</b> <b>CLO5</b>
13	<b>Business Meeting</b> <ul style="list-style-type: none"> <li>• Meaning of Meeting</li> <li>• Objectives of meeting.</li> <li>• Requirement of Conducting a Meeting</li> <li>• Role of Chairperson in the meeting.</li> <li>• Notice of Meeting</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Written Exam</li> <li>▪ Demonstration</li> <li>▪ Assignment</li> </ul>	<b>CLO4</b> <b>CLO5</b>
14	<b>Business Meeting</b> <ul style="list-style-type: none"> <li>• Writing Notice of meeting</li> <li>• Agenda of meeting.</li> <li>• Writing agenda of Meeting</li> <li>• Quorum of Meeting</li> <li>• Procedure of conducting a meeting</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Class test</li> <li>▪ Demonstration</li> </ul>	<b>CLO4</b> <b>CLO5</b>
15	<b>Writing Memos</b> <ul style="list-style-type: none"> <li>• Definition of memo,</li> <li>• Purpose of memos,</li> <li>• Structure of memos.</li> <li>• Tips for Effective Memos,</li> <li>• Style and Tones</li> <li>• Direct Vs. Indirect Strategy of Memo</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Problem</li> </ul>	<ul style="list-style-type: none"> <li>▪ Assignment</li> <li>▪ Question and Answer (Oral)</li> </ul>	<b>CLO4</b> <b>CLO4</b>
16	<b>Formatting and Writing of Memo</b> <ul style="list-style-type: none"> <li>• Formatting of Memo</li> <li>• Writing the memo based on direct and indirect strategy in the class</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Problem</li> </ul>	<ul style="list-style-type: none"> <li>▪ Assignment</li> <li>▪ Question and Answer (Oral)</li> </ul>	<b>CLO4</b> <b>CLO5</b>
17	<b>Writing E-mail</b> <ul style="list-style-type: none"> <li>• Definition of Email,</li> <li>• When email is appropriate form of communication,</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture</li> <li>▪ Discussion</li> <li>▪ Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quiz</li> <li>▪ Class test</li> <li>▪ MCQ Test</li> </ul>	<b>CLO4</b> <b>CLO5</b>

	<ul style="list-style-type: none"> <li>• When email is not appropriate,</li> <li>• Format of an email,</li> <li>• who is your audience,</li> <li>• Tips for Effective E-mail.</li> </ul>			
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### Assessment and Evaluation

1) **Assessment Strategy:** Group Discussion, Class tests, Case Study, Term Paper, Presentation.

2) **Marks distribution:**

a) **Continuous Assessment:**

- Class attendance is mandatory. Absent of 70% classes; disqualify the student for final examination only authority recommendation will be accepted with highly reasonable causes.
- Late submission of assignments is not allowed. Late submission of assignments will be only taken with highly reasonable causes and 20% mark will be deducted.
- To pass this course student will have to appear mid-term and final examination.

b) **Summative:**

#### CIE- Continuous Internal Evaluation (90 Marks)

Bloom's Category	Quiz	Assignments	Attendance	Mid Term Examination (45)
Marks (out of 90)	(15)	(15)	(15)	
Remember				10
Understand	05	05		05
Apply	05			10
Analyze		05		05
Evaluate	05	05	15	10
Create				05

#### SEE- Semester End Examination (60 Marks)

Bloom's Category	Test
Remember	10
Understand	10
Apply	10
Analyze	10
Evaluate	10
Create	10

**Grading Policy: University of Global Village**

Marks	Grade	Grade Point	Remarks
80 - 100%	A+	4.00	Outstanding
75 - 79%	A	3.75	Excellent
70 - 74%	A-	3.50	Very Good
65 - 69%	B+	3.25	Good
60 - 64%	B	3.00	Satisfactory
55 - 59%	B-	2.75	Above Average
50 - 54%	C+	2.50	Average
45 - 49%	C	2.25	Below Average
40 - 44%	D	2.00	Pass
0 - 39%	F	0.00	Fail

- 3) **Make-up Procedures:** Dates for exams will be strictly followed. No makeup exam (Normal case), for exceptional case university rules and regulation should be followed.

**RECOMMENDED TEXT BOOKS:**

- [1] A Practical Book of Business Communication by Dr. Mohammad Shahidul Islam (Online)  
 [2] Business Communication by Dr. Karam Pal. (Online).  
 [3] Business Communication by Lesikar, Flatley & Rentz.



**Week 1 & 2**

**Chapter 1**

**Communication  
in Workplace**

# Chapter Objectives

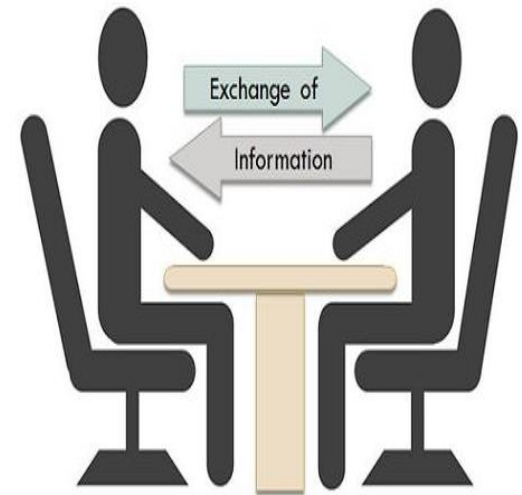
- Understand the meaning of Communication.
- Analyze the elements of Communication.
- Understand the communication process.
- Understand the 7 Cs of Communication.
- Understand the 4 Ss of Communication
- Define Business Communication.
- Describe the purpose of Business communication.
- Explain the scope of Business Communication.
- Understand the importance of Business communication



# What Is Communication?

A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

Communication may be defined as: giving, receiving or exchanging information, opinions, or ideas by writing, speech, or visual means, so that the message understood by the recipients.



# Elements of Communication

- **Sender:** The person who conveys his thoughts, message or ideas.
- **Message:** The subject matter of communication.
- **Encoding:** The process of converting messages into communication symbols. It includes words, pictures, gestures,
- **Media:** The path, channel or medium. It can be in written form, face to face, through telephone, letter, internet, etc.
- **Decoding:** The process of translating the encoded message into an effective language, which can be understood by the receiver is known as decoding.
- **Receiver:** The person who receives the message of the sender is known as the receiver.
- **Feedback:** is reaction to the sender of the message is known as feedback.

# The Communication Process

**Step 1: The sender has an idea:** You conceive an idea and want to share it.

**Step 2: The sender encodes the idea as a message:** put your idea into a message.

**Step 3: The sender produces the message in a transmittable medium:** (telephone, computer, letter, memo, report etc.).

**Step 4: The sender transmits the message through a channel:** (Internet, twitter, mail etc.)

**Step 5: The audience receives the message :** If the channel functions properly, the message reaches, its intend audience.

**Step 6: The receiver reaction and feedback**

# 7 C's of communication

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**Credibility** : If the sender can establish his credibility, the receiver has no problems in accepting his statement.

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**Courtesy** : After credibility, attempts should be made at being well-mannered in expression.

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**Clarity**: The transmission of the message in a simple language, and easy sentence .

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**Correctness**: At the time of encoding, the sender should ensure that his knowledge of the receiver is comprehensive.

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**Concreteness** : Don't just send your statement or message. Supporting your statements with relevant facts, figures.

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**Consistency**: The approach should be consistent. There should not be too many ups and downs.

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**Conciseness** : The message should be as brief and concise as possible.

# 4 S's of Communication


**Shortness:** If communication can be concise message transmission and understanding will be quick and efficient.



**Simplicity:** The use of simple words and concepts indicates clarity of thinking.

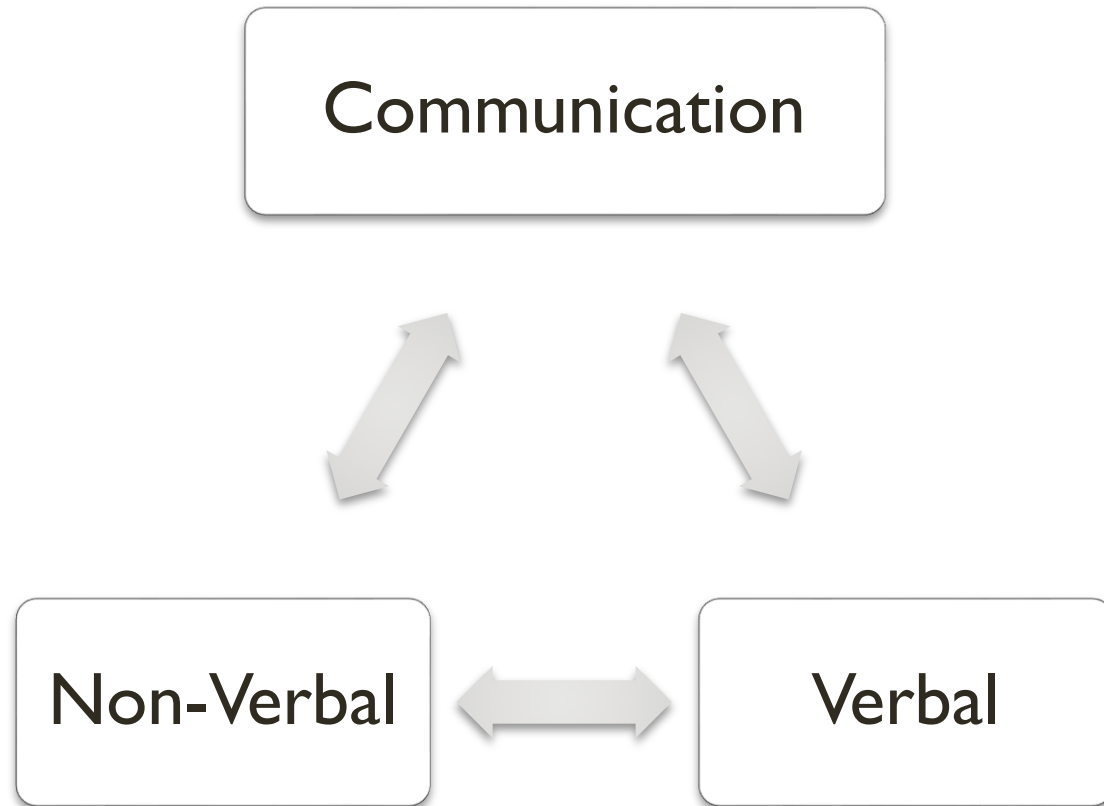


**Strength:** The trustworthiness of the messenger determines the power of the message.



**Sincerity:** A genuine approach to a problem is evident to the recipient. Whenever the sender is sincere, it will be apparent in the way they communicate.

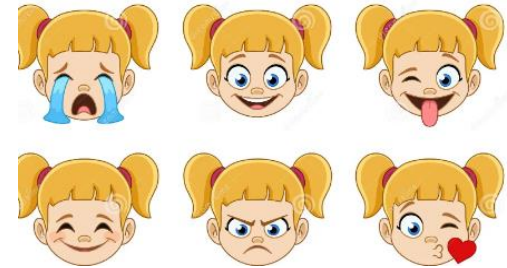
# Basic Forms of communication



# Types Non-verbal Communication

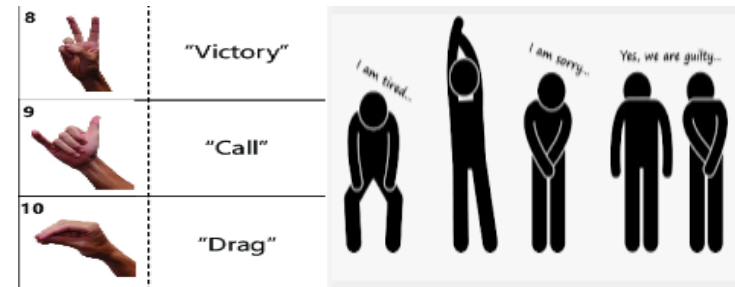
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**Facial expression and eye behavior:** Communication by using face and eyes.



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**Gestures and postures:** Communication by moving your body.



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**Vocal characteristics:** Your voice carries both intentional and unintentional message. The tone and volume of your voice



# Types Non verbal Communication

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**Touching:** In business situations, touching suggests dominance, so a higher status person is more likely to touch a lower status person than the other way around.

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**Use of time and space:** In many cultures, people demonstrate their importance by making other people wait; they show respect by being on time.





# How to develop Non-verbal Communication

Be honest, especially when communicating emotions.

Use a firm, friendly handshake when meeting new people.

Maintain eye contact with your entire audience.

Reinforce your words with tones and gestures.

Be aware of your posture.

Use appropriate gestures to support your point.

Show respect for speakers and listener.

Touch people only when appropriate and acceptable.

Smile genuinely, as a fake one will be obvious.

# Business Communication

- William G. Scott defines “Administrative communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals.”



# Business communication

- The last definition covers 4 aspects of administrative communication, as follows:
  - 1) The sender's ability to transmit his own ideas accurately.
  - 2) The receiver's mental ability to get the same idea as were transmitted i.e. accurate replication.
  - 3) The feedback or the receiver's response.
  - 4) Bring about action which will help to achieve the goals.

# Purposes of Business communication

- For Instruction .
- Integration
- Information
- For teaching
- Influencing

# Purpose of Business communication

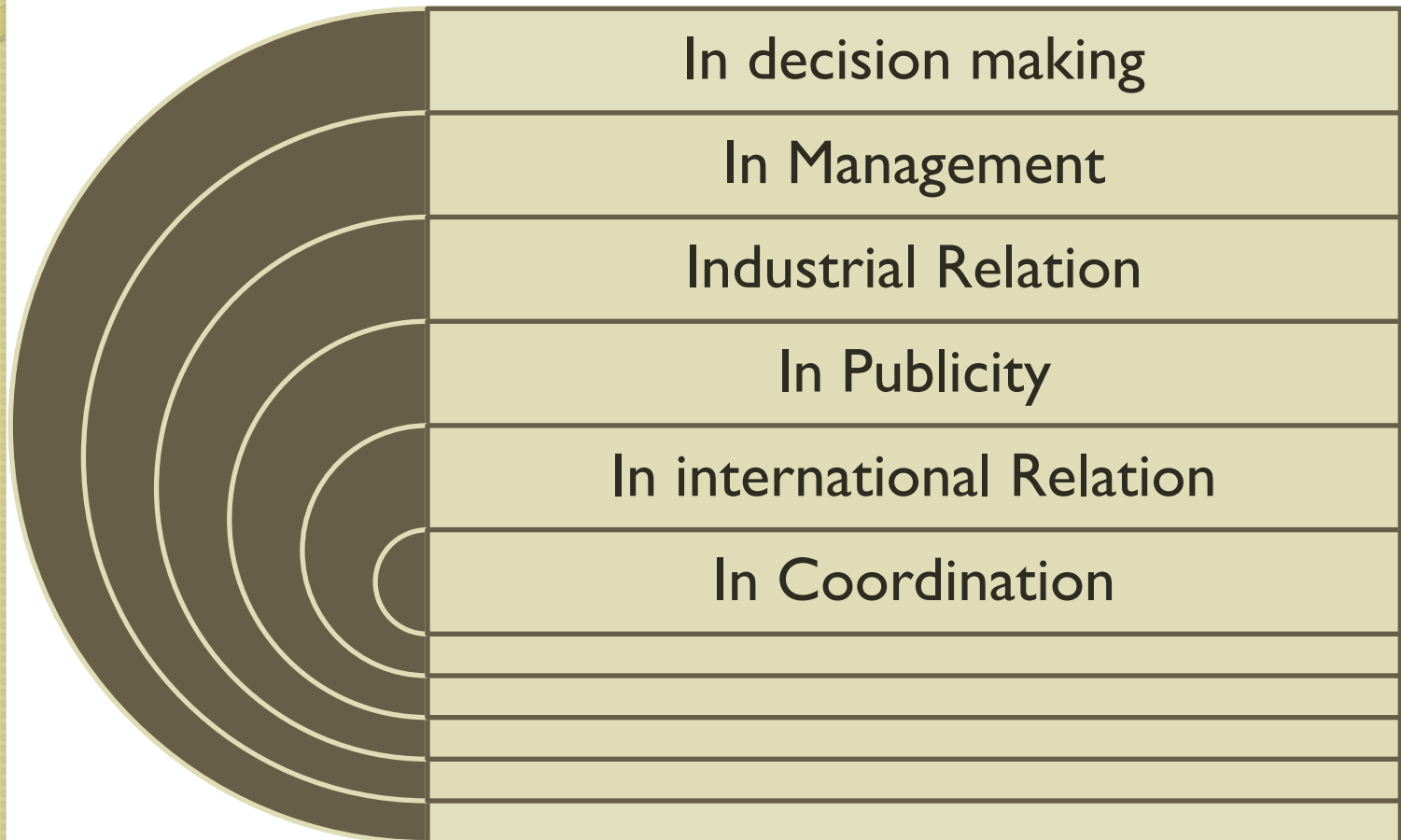
1. **For Instruction:** Under this, one can transmits with necessary directives and guidance to the next level, so as to enable them to accomplish his particular tasks. It basically flows from top to the lower level.
2. **For integration:** The integration function of communication mainly involves to bring about inter-relationship among the various functions of the business organization.
3. **For information:** The purposes or function of communication in an organization is to inform the individual or group about the particular task or company policies and procedures etc.

# Purpose of Communication

**4. For teaching:** A complete communication process is required to teach and educate workers about personal safety on the jobs. This communication helps the workers to avert accidents, risk etc. and avoid cost, procedures etc.

**5. For influencing:** A complete communication process is necessary in influencing others or being influenced.

# Scope of Business Communication



# Why is business communication important?

- **To Practice Democracy**
- **Boost motivation**
- **To build a better relationship**
- **Job satisfaction**
- **Higher productivity**
- **For efficient functioning of the business**
- **To minimize organizational conflict.**





# Thanks



**Week 3, 4, 5 & 6**

## **Chapter 2**

# **Forms and Objectives of Business Communication**

# Chapter Outlines

At the end of the chapter, the students will be able to –

## **Cognitive**

- Understand types of Business Communication.
- Elaborate Purpose of Business communication.
- Explain business information and its type.
- Describe the nature and types of order.

## **Affective**

- Learn how to make effective advice to the subordinates.
- Acquire the art of persuasion.
- Learn the way of giving warning.

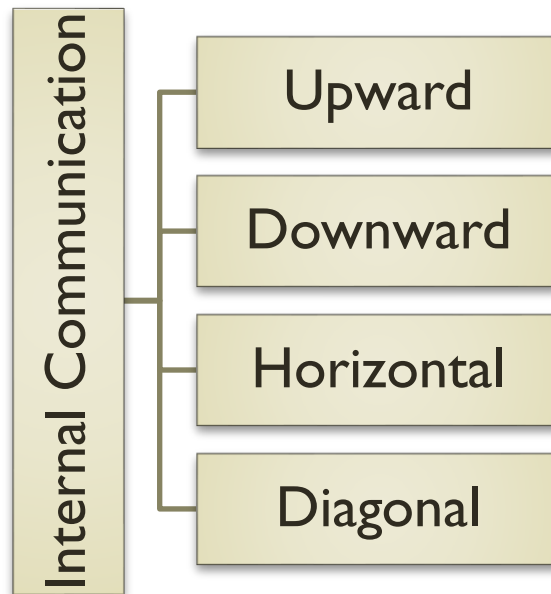
## **Psychomotor**

- Write warning and written order.

# Forms of Business Communication

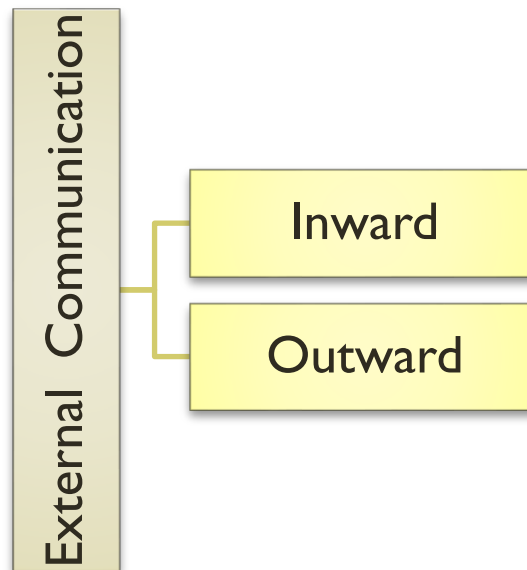
## Based on Structure of Organization

**I. Internal** : a category of communication that is used among members of the same company. For example, a communication between manager and accountant.



# Forms of Business Communication

**2. External** : a type of communication take place between an employee of company and outsider. For example, a communication between manager and accountant.



# Forms of Business Communication

## Based on Professionalism

- **Formal: official** communication and such communication is sent through proper channels according to rules and customs.
- **Informal:** It is unofficial described as Grapevine. As people go about their work, they have casual conversations with their friends in the office.



# Forms of Business Communication

## Based on Medium

**Manual:** a system of exchanging information by mainly using the hands.

**Instrumental:** Transmitting message with the help of mechanical aids like telephone, television etc.

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# Major Objectives of Business Communication

In view of this complex commercial structure, communication can be used for any or more of the following objectives:

Information

Advice

Order

Persuasion

Education

Warning



# Information

- ❑ Information is any sort of facts, figures, narrative, or intelligence about the operations of a company.
- ❑ **External Information:** Information about its products and credit.
- ❑ **Internal information:** Information on job assignments and procedures.



# Advice

- ❖ Advice is often offered as a **guide to action and/or conduct.**
- ❖ Put a little more simply, an advice is a message about what might be thought, said, or otherwise done to address a problem, make a decision, or manage a situation.



# Importance of Advice

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**Supports Decision-making:** It supports strategic and operational decision-making.

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**Managerial Effectiveness:** For the managers, it is a powerful tool to guide, mentor, instruct and control their subordinates.

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**Mutual Understanding and Trust:** Transparent and effective conversation or exchange of ideas helps the sender to build confidence within the receiver.

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**Ensures Goal Accomplishment:** Advice takes place with the aim of fulfilling a given objective.

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**Backs Job Analysis:** For the higher-level managers, business communication facilitates the understanding of a certain job role.

# How to make advice effective

Advice should be both man-oriented and work-oriented,

Advice should not be given in such a way that dissatisfies others.

The purpose of giving advice should only be for the betterment of the worker.

Adviser should not give advice to get personal benefit.

If the subordinate staff is given freedom to react, advice can become a two-way channel of communication

# ORDER

- ❖ A statement made by a person with authority that tells someone to do something.
- ❖ An instruction or direction that must be obeyed.
- ❖ It is a directive to somebody, always a subordinate, to do something, or not to do something.



# Types of Order

## (a) **Written and Oral orders.**

Written orders are usually given in the following cases:

- ✓ The order is of a highly responsible nature. It is essential to keep a record of it and to make it absolutely specific.
- ✓ The task is repetitive in nature. It is cumbersome and inconvenient to issue oral orders every time the task is to be done.
- ✓ The person being ordered is remotely situated and it is not possible to give him oral orders.

# Types of Order

## Oral orders are given in the following cases:

- ✓ The job is required to be **done immediately**.
- ✓ It is ordinary job and there is no need of **maintaining any written record**.
- ✓ There is a kind of **permanent superior-subordinate relationship between the giver and the receiver of the order** and the order-giver does not feel the need of entering into the awkward process of issuing written orders

# Types of Order

## **(b) General and specific orders.**

If orders are related to one particular activity, they are specific. If there are a number of activities having operational similarities, general orders may be issued to cover all of them.

## **(c) Procedural and operational orders.**

Procedural orders specify procedures to be adopted. They are general by nature. Operational orders are more closely related to the job in hand. They specify how a particular job is to be done.

## **(d) Mandatory and discretionary orders.**

Mandatory orders have to be obeyed. Discretionary orders are usually in the nature of recommendations.



# Characteristics of an Effective Order

- ❖ **It must be clear and complete** so that the person who receives the order knows exactly what to do, how to do and when to do it.
- ❖ **It should be given to one who has the materials, tools, equipment, time and ability to execute it**
- ❖ **It should be given in a friendly way** so that it is not resented and is not carried out reluctantly.
- ❖ **The order should be Objective-oriented.**
- ❖ **It should be for the purpose of benefit of the organization.**

# Persuasion

- Persuasion may be defined as an effort to influence the attitudes, feelings, or beliefs of others, or to influence actions.
- **Persuasion** is the most powerful tool. With strong persuasion skills, any goal is achievable.
- You can **persuade** people to endorse your plan, become a customer, validate your idea, hire your firm or approve your budget.



# The Art of Persuasion

- ✓ **Persuasion needs conviction on your part:** You should be genuinely convinced that the alternative one is in the interest of the organization as well as in the receiver's interest. You must not try to persuade others from a purely selfish motive.
- ✓ **Do not impose yourself on the receiver of your communication:** Do not crush him with arguments. Give indirect hints and subtle suggestions. Gently channelize his thinking in such a way that he adopts your consent or suggestion.

# The Art of Persuasion

- ✓ If the other person has a flexible mind, he will be easily persuaded. **But if he is headstrong, a self-opinionated person, try to meet him half-way.**
- ✓ **Bring yourself to the level of the other person: Try to look at the issue from his point of view and represent your arguments accordingly.**

# Steps of Persuasion

- **Analyzing the situation:** The communicator should analyse the situation to find out why the need of persuasion has arisen.
- **Preparing the receiver:** The receiver has to be prepared for it. This can be done by putting him in a pleasant frame of mind.
- **Delivering the message:** The third step is to deliver the message. Beginning with those parts of the message, which are easier to accept.
- **Prompting action:** Prompting action is but a logical completion of the first three steps.

# Education

Education is a very conscious process of communication. It involves both teaching and learning and extends over considerably long periods. The main purpose of education is to widen knowledge as well as to improve skills.

## Who Needs Education ?

- ❑ **Education for the management:** Managers are required to **have knowledge of latest innovations. In other words, they have to be educated.**
- ❑ **Education for the employees:** Just like managers, **employees have to be educated.** Employees can be educated through talks, demonstrations, bulletins, and training.

# Who Needs Education ?

- ❑ **Education for the outside public:** The outsiders need knowledge on the new products being introduced into the market, the availability of the substitutes, complementary and supplementary products, comparative prices, concessions and discounts, if any.

# Warning

Warning is a forceful means of communication, for it demands immediate action. But in order to retain its effectiveness, it should be used sparingly and discreetly.

## Ideal Nature of Warning

- ❖ **Some warnings are general** : 'No smoking', 'No talking', 'Beware of the dog' are general warnings.
- ❖ **More often, warnings are given to particular persons:** Before Warning an employee, it is very important to ascertain the truth of the charges leveled against him. It should be as fair and calm as possible. And it should never be given in a cruel manner.



# Ideal nature of Warning

- ❖ **Warning should not be administered** to a person in the presence of others. **It will make him feel humiliated and nobody likes to be humiliated.**
- ❖ **It is also useful to investigate** the causes of the worker's undesirable behaviour. He may be burdened by some domestic or personal problems.
- ❖ **The aim of giving a warning should be** the betterment of the organization. It should not be used to cause disruption.

# Motivation

- ❑ Motivation boosts activities a person and changeless his behavior towards the attainment of desired goals. Motivation and behavior are intimately related to each other.

## ***Why Motivation ?***

- ❑ A motivated worker does not need much supervision. He does his work as if it were his own.
- ❑ The results of motivation shows much better results
- ❑ Offering monetary incentives is perhaps the most effective form of motivation. People working on contract basis are always motivated to work,



**Thank You**



**Week 7 & 8**

# **Chapter 3 : Written Communication**

# Chapter outlines

At the end of the chapter, the student will be able to

- Understand the meaning of Written communication.
- Explain the Qualities of effective written communication.
- Describe Importance of written communication.
- Analyze Effective tips of written communication.
- Explain Advantages of written communication.
- Recognize Disadvantages of written communication.
- Understand various forms of written communication

# Meaning of Written Communication

- **Written communication**

is any written message that two or more people exchange. Written communication is typically more formal but less efficient than oral communication.

- Examples of written communication include: mails, Text messages, Blog posts, Business letter, Reports, Proposals, Contracts



# Qualities of Effective Written Communication

## Qualities

- **Comprehensive:** Includes all the relevant details.
- **Accurate:** All details are correct.
- **Appropriate:** Has the right tone and level of formality.
- **Composition:** Has correct spelling and grammar.
- **Clear:** understandable.

# Importance of Written Communication

## **Authoritative Document**

The main purpose of written communication is the evidence is also known as an authoritative document.

## **Easily understanding**

if you don't understand something for the first time you have a huge chance to see it next time which not available in oral. communication.

## **Acceptability**

Written communication has exceptional acceptability to people especially when it formal communication.



# Importance of Written Communication

## **Effective control**

Written communication can control an organization effectively. This type of communication is mainly used for organizational control.

## **Personal Image**

Written communication does not involve any personal issue so, written communication can protect your personal image. It is also helpful to protect the company's image.

# Effective Tips For Written Communication

**1. Identify and clearly state your goal**

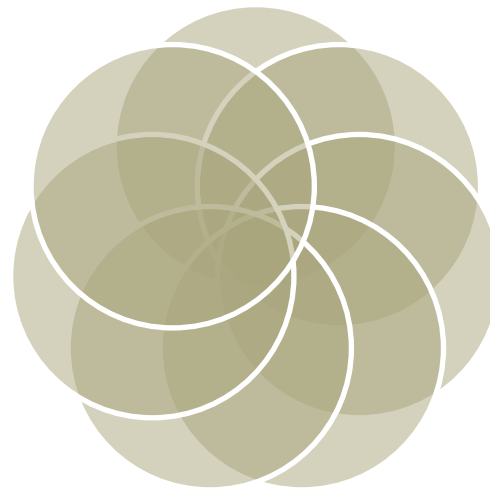
**2. Use the right tone**

**3. Keep it simple**

**4. Stay on topic**

**5. Use active voice**

**6. Have someone proofread your writing**



# Limitations of written Communication

**Lack of Secrecy:**

**Expensive.**

**Time Consuming.**

**Late feedback.**

**Chance of Grammatical Mistakes**

**Lack of flexibility**

# Types of written communication

- **Transactional Written Communication**

It refers to those written communications where a message is sent to get a response from the reader. It includes requesting a meeting, asking a favor, or a quick clarification.

- **Informational Written Communication**

It includes the sender delivering a message for the benefit of the receiver. It is less dependent on the reader, and thus no response is required here except in case the reader has some queries or doubts.

# Types of written communication

- **Instructional Written Communication**

It gives the receiver instructions or directions regarding a specific task. Thus, these messages should be detailed and easy to understand. Step by step instructions, along with making use of bullet points or numbering phrases is always advisable and a great idea.

# Oral Vs. Written Communication

BASIS FOR COMMUNICATION	ORAL COMMUNICATION	WRITTEN COMMUNICATION
Meaning	Exchange of ideas, information and message through spoken words is Oral Communication.	Interchange of message, opinions and information in written or printed form is Written Communication.
What is it?	Communication with the help of words of mouth.	Communication with the help of text.
Literacy	Not required at all.	Necessary for communication.
Transmission of message	Speedy	Slow
Proof	No record of communication is there.	Proper records of communication are present.
Feedback	Immediate feedback can be given	Feedback takes time.



**Thanks**



**Week 9 & 10**

# **Fundamentals of Business Letters**

Cover Letter & CV



# Chapter Outline

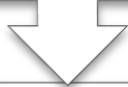
- Define the purpose and importance of cover letters and CVs in job applications.
- Explain how these documents complement each other in presenting a candidate's qualifications
- Define the purpose of a cover letter and Provide guidelines for structuring a cover letter.
- Outline the essential sections of a CV.
- Explain how to structure each section to highlight relevant qualifications effectively.

# ***Cover Letter – A basic letter***

- A cover letter is a one-page document that candidates submit along with their resumes
- In other words, A cover letter is a letter of introduction, usually three to four paragraphs in length, that you attach to your résumé.
- No matter if you're a student or an experienced professional, a cover letter is an important document to show your skills, experience, and why you're fit for the position you are applying for.

# Purpose of Cover letter

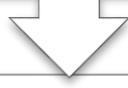
Demonstrate to the reader how your skills will help his/her company or organization.



Explain the job you are applying for and why you are a good fit for that job.



Persuade the reader that you are the best person for the job by highlighting the applicable experiences from your résumé.



Request an interview.

# How to properly format your business cover letter

## Consistent font and size

- professional font type throughout your cover letter including Times New Roman, Arial, and Calibri at font sizes 10-12

## Appropriate margins

- Set 1-inch margins on all sides to give plenty of white space.

## Single spacing

- Ideally, keep the body of your cover letter single-spaced with a space between each paragraph.

## Contact information

- At the top of your cover letter, include your full name, address, phone number, and email address.

## Clear sections

- Divide your cover letter into clear sections introduction, body, and conclusion

# Types of Cover Letter

**The Paragraph Cover Letter:** Written in traditional paragraph form.

**The Specific Needs Cover Letter:** go straight to what the employer is looking for and address each item with your own matching qualifications using a dual column format.

**The 'Shopping List' Cover Letter:** Instead of paragraph and dual column, list out exactly what the employer is looking for and respond with your own matching qualifications.

# Traditional Cover Letter

Molly Smith

21 Spring Street, Anycity, NY 12000 - 555-122-3333 - msmith@email.com

December 11, 2020

John Brown  
Sales Manager  
Acme Corp.  
123 Business Rd.  
Business City, NY 54321

Dear Mr. Brown,

I wish to apply for the sales position advertised on Monster.com. Terry Johnson suggested that I contact you directly, as we have worked together, and he felt that I would be a good fit with your team.

For the past two years I have been working in sales for Goodman & Co. I have consistently exceeded my targets and I was recognized last quarter for outstanding service. As an avid cyclist and user of many of your products, I'm aware that Acme Corp. is a company with tremendous potential. I am confident that my experience, communication skills, and ability to convey product benefits effectively would enable me to excel in the sales role.

I would be delighted to discuss with you how I might be an asset to the *Acme Corp.* sales team. Thank you for your consideration; I look forward to hearing from you.

Respectfully yours,

*Signature* (hard copy letter)

Molly Smith

# Body of Specific Need Cover Letter

**You're looking for:**

An event planner with 4+ years of experience

Someone who can handle a variety of party sizes

Someone skilled in maintaining a set budget

Someone who works well under pressure

**I bring to the table:**

Six years of practical hands on experience as a Senior Event Planning Director

Over one hundred successfully organized events ranging in size from intimate family reunions for ten people all the way up to a political fund-raising gala with over 1000 attendees.

The ability to successfully negotiate with a wide variety of vendors, promoters, and caterers in order to guarantee client satisfaction while staying within budget.

An ability to anticipate as well as problem solve while maintaining composure and professionalism.

# Body of The 'Shopping List' Cover Letter

**Experience** - With over six years of practical hands on experience as a Senior Events Planning Director I have been responsible for successfully organizing and coordinating hundreds of events.

**Attention to Detail** - During my time, I've organized and executed events ranging in size from small intimate gatherings all the way up to political fundraising galas for over 1000 guests. No matter the size or budget, I approach each event with the same level of dedication.

**Ability to Remain within Budget** - I am comfortable working with both budgets and guests lists to ensure client satisfaction. I am also skilled at negotiating with vendors, venues, entertainment, security, transportation and promoters and am proud of my ability to secure economical solutions for my clients without sacrificing quality.

**Ability to Work Well under Pressure** - I am confident in my crisis management skills as well as my ability to anticipate potential problems before they arise. I am creative in my approach to problem solving and cool under pressure.



# Strategies in Writing the body of Cover Letter

**I. Greetings:** Personalizing the greeting in your business cover letter is more than just a polite formality. it's a subtle yet powerful way to convey respect and show that you've put in the effort to research the company.

## personalized greetings ( when name is Known)

- Dear Hiring Manager Nelly Johnson,
- Dear Mrs. Johnson,
- Dear Nelly Johnson,

## Generalized Greetings (when name is Unknown)

- Dear Hiring Manager
- To whom it may Concern

# Strategies in Writing the body of Cover Letter

## 2. Gaining attention in the opening

The cover letter's introduction should be attractive so that the reader find something interesting and read further. If the message has been welcomed, your opening remark should start by describing your qualifications for the job at hand.

Dear Mr. Rahman,

Is there a place in your marketing department for someone who is well trained in the field and can talk easily and competently with clients? My background, experience, and education have given me these special qualifications.

# Strategies in Writing a Cover Letter

## 2. Selecting Content: after introduction,

- I. you should discuss your suitability for the job.
- II. Review the prerequisites for the work before starting this assignment.
- III. Then decide which aspects of your background best suit the position.
- IV. You should present facts from four background areas: education, experience, and skills and personal details

Shakib Al Hasan  
420, Barishal, Shakib#####@gmail.com  
017#####

**Date: 23<sup>rd</sup> September, 2024**

Boltu Mia  
Manager, HR Department  
Beximco Company Limited  
Rupsha Bridge, Approach Road (470, 472)  
Jabusha, Rupsha, Khulna 9241, Bangladesh

Dear Sir,

I am writing to express my interest in the Sales Officer position at Beximco Company Limited. With a Bachelor's and Master's degree in Business Administration specializing in Marketing from Barishal University, along with three years of hands-on sales experience, I am confident in my ability to make a significant contribution to your team.

In my previous role, I successfully **achieved quarterly and annual sales targets** by implementing effective **strategies** tailored to different customer segments. My background in marketing has provided me with a strong understanding **of consumer behavior**, which has been instrumental in creating personalized sales approaches. My achievements include expanding market reach and driving consistent revenue growth, experiences that have equipped me to handle the dynamic challenges that Beximco Company faces in its competitive market.

I am particularly drawn to Beximco's commitment to innovation and excellence, and I am excited about the prospect of contributing to a team known for setting industry standards. I am confident that my skills in building client relationships, along with my ability to adapt to new market trends, will enable me to excel in this role.

Thank you for considering my application. I am waiting for positive response. If you have any inquiry reach me at ; +017..... or ....

Warm regards,  
Shakib Al Hasan

biphos90@

# Strategies in Writing a Cover Letter

**3. Organizing for Persuasion:** You should offer your self-information in the manner that works best for you. The strategy you choose is generally likely to be -

**Logical grouping:** Based on reason and logical thinking such as Personal information, education, experience, skills,

**Chronological Order:** Experience, Education, Skills, Personal information.

# Strategies in Writing a Cover Letter

**3. Driving for action in the close:** Once you've demonstrated your qualifications. Drive yourself to take the essential action in your circumstance. It can be an offer to speak more (perhaps to address the reader's questions), a request for an interview, or a request for contact information for references. Your requests should be concise and precise.

These brief facts and the information in my résumé describe my dedicated efforts to prepare for a position in banking. May I now talk with you about beginning that position? You can reach me at +880123456789 to arrange an interview to talk about how I could help in your marketing department.

Sincerely,

ABC

# Curriculum vitae

- A curriculum vitae (CV) is a comprehensive document that lists your qualifications for employment.
- CVs include extensive information on your academic background, including teaching experience, degrees, research, awards, publications, presentations, and other achievement

## Resume

- A **resume** provides a summary of your education, work history, credentials, and other accomplishments and skills.
- A resume is usually accompanied by a customized cover letter in which the applicant expresses an interest in a specific job or.

# CV versus Resume

CV	RESUME
Comprehensive list of your academic and professional experience	Summary of your relevant work experience and skills
Can be multiple pages	Typically two pages or less
used when applying for positions in academia, fellowships and grants	Used when applying for a position in industry, non-profit, and public sector
Emphasizes academic accomplishments	Emphasize skills
CV can be organized according to the job.	there are three standard resume formats



# What to Include in CV

- **Personal Information:** At the top of the curriculum vitae, write your full name and contact information such as phone number, email address, registered mail address, etc.
- **Career objective:** write down your career objective. A general objective caTo secure a challenging position in a reputable organization to expand my learning, knowledge, and skills”.
- n be **Education** : Education information includes a list of the education programs you pursued and the years and name of the institution you attended.
- **Work experience:** list your recent work experience. For each position you’ve previously held, indicate the name of the employer (company), your specific roles, and the duration of the employment.

# What to Include in CV

- **Awards and Achievement:** If you've been given any awards either at the academic level or during your previous employment, list them here. The awards may include dean awards, honorary degrees, presidential awards, or awards given by an employer for excellence.
- **Skills:** Include skills if you have such as language skills, computer skills, driving skills, advanced software skills, etc. They should be relevant to the job you are applying for.
- **Publication and Presentation:** If you've published academic or conference papers, you should list them in this section.

# What to Include in CV

- **Professional memberships:** List all the professional bodies and associations that you belong to and the status of your membership.
- **References:** you need to be prepared with a list of people who are willing to speak on your behalf as reference. People who have had the chance to assess your knowledge and abilities for the positions you are seeking for are considered to be professional references. Approaching professors and instructors, managers, coworkers, and even clients is a fantastic idea if you need professional references.

## Curriculum Vitae of Maruf Abdullah

### Contact Address:

#### **Maruf Abdullah**

House#XX, Road#XX, XXXXXXXX

XXXXXXXX, Dhaka - XXXX

Cell: (+880) 1XX7-XXXXXX, (+880) 1XX7-XXXXXX

E-mail: XXXXXXXXX@gmail.com



### Career Objective

To develop my career in light of the experience of **SEO and Digital Marketing / Online Marketing** sector through working in a well-reputed company or organization with honesty and dignity where success comes through creativity, hard work, sincerity, teaming and devotion to duty and where there is a scope to gather knowledge and contribute as well.

### Academic Qualification

#### Bachelor of Science (B. Sc.) in Computer Science & Engineering (3 years)

Institution : Daffodil International University (DIU).  
Department : Computer Science & Engineering  
Major : Garments Manufacturing and Technology  
CGPA : ..... (Out of 4.00)  
Year of Pass : 2016

#### Diploma in Engineering Certificate (4 years)

Institution : Jhenaidah Polytechnic Institute  
Board : Bangladesh Technical Education Board (BTEB)  
Group : Computer Technology  
GPA : ..... (Out of 4.00)  
Year of Pass : 2012

#### Secondary School Certificate (S.S.C) (10 years)

Institution : Victoria Jubilee Govt. High School, Chuadanga  
Board : Jessore  
Group : Science  
GPA : ..... (Out of 5.00)  
Year of Pass : 2008

## ABC XYZ (Your Name)

4/19, battery Road, 65 park lane, Nazira Bazar, Dhaka – 1100  
Phone: +880123456789, Email: abcxyz@gmail.com

**OBJECTIVE** A senior executive position in a commercial bank where both technical financial knowledge and interpersonal skills are valued.

<b>EDUCATION</b>	<b>Master of Business Administration</b> University of XYZ December 2022 CGPA : 3.50/4.00 Major: Finance, Minor: Accounting	<b>Bachelor of Business Administration</b> DHK INTL Commerce University December 2018 CGPA: 3.25/4.00 Major: Finance, Minor: Economics
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<b>SKILLSET</b>	<b>Technical Skills</b> <ul style="list-style-type: none"><li>• Financial Analysis</li><li>• Company Valuation</li><li>• Credit Analysis</li></ul> <b>Software Skills</b> <ul style="list-style-type: none"><li>• Microsoft Office Suite</li><li>• SPSS, Tableau</li><li>• Google Analytics</li></ul>	<b>Interpersonal Skills</b> <ul style="list-style-type: none"><li>• Business Communication</li><li>• Negotiation &amp; Sales</li><li>• Relationship Management</li><li>• Presentations</li></ul>
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**WORK EXPERIENCE**

**Junior Officer, AMXZ Bank (March 2019 – December 2022)**

- Worked on assessing client credit scoring
- Assisted on loan approval process
- Worked on various project financing works with big telecom, energy and retail clients.
- Worked on developing a creative financing solution for a tech company

**Intern, AFC DHK Commercial Bank (December 2018 – March 2019)**

- Worked on financial reporting procedures
- Assisted the senior manager with technical issues of reporting
- Worked in ensuring compliance with IFRS & GAAP standards

<b>EXTRA CURRICULAR ACTIVITIES</b>	<b>Captain, HFC Football Team</b> <ul style="list-style-type: none"><li>• Lead my team to championship on two regional football cups.</li><li>• I coach the under 18 team from my area</li></ul>	<b>General Secretary, NZ Club</b> <ul style="list-style-type: none"><li>• Oversee the day to day operations of local cultural club</li><li>• Organize events on special occasions</li></ul>
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<b>REFERENCES</b>	<ul style="list-style-type: none"><li>• Mr. ASDF Khan Head of Financial Reporting AFC DHK Commercial Bank Cell: +88014785226926</li></ul>	<ul style="list-style-type: none"><li>• Mrs. NBVM Khatun Senior Relationship Manager AMXZ Bank Cell: +96225874101235</li></ul>
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# Recommendations need to be followed

- **Length:** The CV should not be too long and not too short. For entry-level positions, the CV length can be two to three pages, while the length can go up to 10 pages.
- **Font Size:** The recommended font styles include Arial, Calibri, Cambria and Times New Roman. The font size should be between 10 to 12 points. The headings should be boldened to distinguish them from the other information and make the CV organized.
- **Grammar & Spelling:** Before sending the CV to your prospective employer, make sure to check it several times to correct any errors. Alternatively, ask a friend to review the CV for any errors

# Concept of Thank-You Letter

- The Thank-You message is sent after completing the interview. It is regarded as a polite task.
- The message may be beneficial to your case if you are interested. It distinguishes you from the competitors and demonstrates your interest for the position.
- Usually, these communications are brief.

# How to Write a Thank You Email

- Your letter should be short, sincere, and sent within 24 hours of your interview.
- Address the email to the person who interviewed you and make sure you spell their name correctly. Thank the person for their time and consideration.
- Briefly highlight your attraction to the organization. particularly interesting or share a helpful hook to help them remember what you spoke about.
- Express your continued interest in the job opportunity.
- Offer to answer any questions.



# Things Need to Avoid

- **Adding too much detail:** Remember that the intention of the message is to say thank you, not to pick up where your interview left off.
- **Making requests:** People are busy. Avoid requesting anything that creates additional work. You want to show your interviewer that you're easy to work with.
- **Typos:** And of course, don't forget to review your email for grammar and spelling before sending.

# Sample of Thank You Letter

Subject: Thank you

Hi Genesa,

It was great speaking with you yesterday about being a possible fit for your team. I appreciate the transparency into the project you are working on and what it is like working at [company name]. It seems like an amazing team and an exciting project with huge potential. I am excited about the possibility of working with you. If you have any questions or want to continue our conversation, please reach out at any time.

I look forward to being in touch.

All the best,

# Job Acceptance Letter

- Written job acceptances are essentially positive response messages with added goodwill.
- Considering that the communication should be started right away, the first response should be yes.
- The rest of the communication should include confirmation of the start time and location as well as remarks on the job, the business, and the interview—or anything else you would mention in person to the reader. A little message will do.

# Sample Job Acceptance Letter

Dear Mr. XYZ,

Yes, I accept your offer of employment. After my first interview with you, I was convinced that AMXZ Bank was the perfect organization for me. It is good to know that you think I am right for Allison-Caldwell.

Following your instructions, I will be in your Toronto headquarters on May 28 at 8:30 AM ready to work for you.

Yours faithfully

ABC



# Thanks



**Week 11 & 12**

**Chapter 5**  
**Business Report Writing**

# Chapter Objectives

- Learn about the concept of business report and its objective in Business communication.
- Explore the characteristics and types of business report.
- Develop and Create Business Report.

# Meaning of Business Report

A business report is an impartial, objective, planned presentation of a fact for a specific, significant business purpose.” (Murphy & Hildebrandt).





# Objectives of Business Report

- **Interpretation and Explanation of facts and event**
- **Making Decisions**
- **Communication with external stakeholders**
- **To enforce effective controlling system.**
- **Development of knowledge base**
- **To reduce organizational disputes**
- **To find out the reason of a specific problem**

# Characteristics of Business Report

**Specific Issue:** Business reports are written on a specific subject. They are written to fulfill a certain need.

**Pre-Specified Audience:** An important characteristic of a business report is that it has a specified audience.

**Specific Structure or Layout:** In preparing reports, certain structures/layout are followed

**Written on Past Events:** In most of the cases, reports are written on past events.

# Characteristics of Business Report

**Neutral in Nature:** In drafting reports, strict impartiality must be maintained. No biased or non-objective material is included.

**Factual Information:** Business reports are always written based on factual information not fictitious.

**Joint Effort:** Sometimes business reports are an outcome of joint efforts of a group of people – where a committee is formed (3 to 7 people) to furnish a report on a certain incident.

# Types of Business Report

On the basis of Structure, Report may be two types-

- ❑ **Formal Report:** It's typically used to communicate research findings to decision-makers or organizational stakeholders, such as your manager, colleagues, or clients.
- ❑ **Informal Report:** These reports include critical but brief information. They are typically much shorter than formal reports and have lesser sections.

# Types of Business Report

On the basis of Purpose, Report may be four types-

- ❑ **Informational Report:** this type of report is prepared for providing information exactly as they are. It is not a lengthy report.
- ❑ **Informal Report:** It is not only contain information but also the opinion of the report writer. It is typically a lengthy report.
- ❑ **Routine Report:** Prepared and presented at regular, prescribed intervals in the usual routine of business. It may be annually, semi annually, quarterly etc.
- ❑ **Special Report:** It is related to a single occasion or situation.

# Types of Business Report

On the basis of Subject matter, Report may be two types-

- ❑ **Problem Determining Report:** prepared to determine the cause of a problem so that the corrective actions can be taken.
- ❑ **Fact Determining Report:** Prepared to find out actual existing issues. It is an inquiry type report to find out what actually happens.

# Types of Business Report

On the basis of Person Interested , Report may be two types-

- ❑ **Report by an Individual** : prepared by an individual. Some times branch manager prepare this type of report to inform the higher authorities for a specific issue.
- ❑ **Report by Committee**: Prepared by a group of people. Unusually the size of this type of report is usually big.

# Stages of Report Writing

- There are three major stage of report writing-

## 1. Planning

- Define the purpose and scope of the report
- Consider the audience
- Gather information for the report
- Design the structure of the report



## 2. Writing

- Tips and techniques to write good reports
- Traps to avoid when writing reports
- Write the report



## 3. Revising

- Proofread the content
- Do a quality check





# Structure of Business Report

## Beginning Part

- **Title Page:** Title of your report, your name, student number and your course.
- **Executive summary:** Summarizes your whole report, and gives your reader a clear idea of what your report says, without needing to read it.
- **Acknowledgements** The acknowledgement page is a written expression of appreciation towards the supervisor(s), source of scholarship, and assistance provided by individuals and institutions.
- **Approval:** The approval sheet contain the signature of the higher authority who give you the permission to do the report . It should be typed in single spacing.

# Structure of Business Report

- **Declaration by Candidate:** The declaration should be written as per Appendix 9. It should be in single spacing.
- **Table of Contents:** The Table of Contents contains a list of all the relevant subdivisions of the thesis in sequence (see Appendix 13).
- **List of Tables or Figures:** (if any) The List of Tables contains the titles or captions for all tables in the text and appendices, together with the page number where the tables appear

# Structure of Business Report

## Main Body

- **Introduction:** summarizes the issue or problem, its background and context, why it matters, why you're looking into it and the scope of the task.
- **Literature Review:** Some reports require extra readings on the topic. This is where you research peer-reviewed articles about the problem to let your client know what the literature says.
- **Method:** Explain how you did the report. Did you interview teenagers on consumer behavior? Did you give a survey out to 50 teenagers, and based your report on these results?

# Structure of Business Report

## Main Body

- **Findings:** This section lists your key findings when you applied your methodology and conducted your research.
- **Discussions:** Explain the facts you discovered in your 'Findings' section and tell us what they mean. What implications do they have? What conclusions do you have about them?
- **Recommendations:** suggest to deal with the conclusion from your findings, or to solve the original problem. Indicate the benefits of each solution.
- **Conclusion:** Wrap it all up and tell us what will happen next. Where should your client go from here? What's the next step for them?

# Structure of Business Report

## Ending Part

- **References:** a list of sources you cited in your report, such as a book with data you used, or an article from an expert you quoted. As long as you read a piece of information somewhere and used it in your report, you should include it in the References section.
- **Appendices:** Detailed charts, survey examples, transcripts, or related reports.



# Thanks



**Week 13 & 14**

# **Chapter 6**

# **Business Meetings**

# Chapter Objectives

- Understanding the meaning of meeting.
- Learn about the objectives and requirements of conducting a meeting in business organization.
- Explore the roles of chairperson and members of the meeting.
- Demonstrate the agenda and notice of the meeting.



# Meaning of Meeting

- A business meeting is a gathering of people to discuss goals, plans and objectives that relate to their work.
- It is a formal event that usually involves a set agenda, and can be used for a variety of purposes, such as decision-making, problem-solving, brainstorming, or project planning.



# Objectives of Meeting

- **To make decisions:** Two or more people meet face-to-face to discuss and decide on a predetermined issue.
- **To share information:** used to communicate some information. Such information usually involves question-and-answer sessions from participants.
- **To announce changes:** If a manager wants to announce an impending change in a policy, mission, vision.
- **To negotiate:** useful tool for negotiation between two conflicting parties.
- **To celebrate success:** Meetings are important to celebrate the completion of a milestone or a project.
- **To build relationships:** conducted to build meaningful relationships within and outside organizations.

# Requirements of Conducting Meeting

- **Set Objective for the Meeting:** It helps you plan the meeting. The more concrete your meeting objectives, the more focused your agenda will be.
- **Provide an Agenda Beforehand:** Provide all participants with an agenda before the meeting starts. Your agenda needs to include a brief description of the meeting objectives, a list of the topics to be covered and a list stating who will address each topic and for how long.
- **Assign Meeting Preparation:** Give all participants something to prepare for the meeting, and that meeting will take on a new significance to each group member.

# Requirements of Conducting Meeting

- **Assign Action Items:** Don't finish any discussion in the meeting without deciding how to act on it.
- **Examine Your Meeting Process:** Assign the last few minutes of every meeting as time to review the following questions:

I. What worked well in this meeting?

II. What can we do to improve our next meeting?

Every participant should briefly provide a point-form answer to these questions. Answers to the second question should be phrased as a suggested action

# Role of Chairperson in the meeting

- Check there is a quorum
- Welcome members, the public and visiting speakers
- Introduce the standard items on the agenda (e.g., apologies, declarations, minutes)
- Ensure everyone has a chance to express their views freely
- Keep members aware of objectives
- Manage conflict.
- Be fair and balanced.
- Enforce rules of procedure.
- Rule on disputed matter.

# Notice of Meeting

- Before calling a meeting, it is essential to notify all the members about it.
- This information must be sent to all the members who have a right to attend the meeting.
- The proper circulation of the information has to be ensured by the secretary in consultation with the Chairperson of the meeting.
- Such a notice must mention information about the day, date, time, and venue of the meeting.
- If decided, agenda items may be mentioned in the notice or attached separately.
- It has to be ensured that notice reaches all the members within reasonable time before the meeting.

# Sample Notice of Meeting

**Heera Retail Stores**

**Regd. Office: 86, Rani Road, Reewa- 600101**

June 30, 2002

The Sixth meeting of the Management Committee will be held at 4.00 p.m. on Saturday, July 7, 2002 at First Floor, 86, Rani Road, Reewa.

Raj Kumar  
Secretary

To All Members of Management Committee

# Agenda of a Meeting

- A meeting agenda states the activities that will take place during the meeting. An agenda provides a guideline for the members to think and prepare about issues to be discussed.
- An agenda also ensures that no issue is left unattended during the meeting.
- **For example,** first agenda item for most of the meetings is ‘confirmation of minutes of the previous meeting’.
- **Similarly, the last agenda item** is ‘any other matter with the permission of the Chairperson. Rest of the agenda items are put on the basis of their priority. A little modification can be made in the standard format as per the requirement.



# Agenda of a Meeting

**Heera Retail Stores  
Rani Road, Reewa- 600101**

June 30, 2002

**Agenda** for the Sixth meeting of the Management Committee to be held at 4.00 p.m. on Saturday, July 7, 2002 at First Floor, 86, Rani Road, Reewa

- 6.01 Confirmation of minutes of the last meeting.
- 6.02 Chairman's report.
- 6.03 Appointment of Chief Accountant.
- 6.04 Proposal for purchase of 2 delivery vans.
- 6.05 Problems in complaint handling mechanism.
- 6.06 Any other matter with the permission of the Chairman.

**Raj Kumar  
Secretary**

# Quorum of a Meeting

- Quorum refers to the minimum number of members (out of all the members called) that must attend the meeting in order to make the transactions of the meeting valid.
- If the quorum in meeting is complete then its proceeding may be considered as valid. As such there is no fixed number for a quorum to be completed.
- Decision about the number for a quorum generally rests upon the committee.

# Procedure to conduct a Meeting



# Procedure to conduct a Meeting

- The Chairperson calls the meeting to order. It is equivalent to opening or starting of a meeting.
- Attendance is taken as per the prepared list of members. In this list members are recorded as present, absent, late, or proxy.
- Minutes of previous meeting are approved. Those minutes are read before the members. The Chairperson asks for any corrections. If not, minutes got approved as read.
- Each agenda item is discussed one by one as per the sequence. It might include reports for information from various departments and committees. If any recommendation is sought, it is discussed and made subsequently.

# Procedure to conduct a Meeting

- The Chair asks for discussing any new business.
- If any unfinished business is left over from previous meetings, the Chair prepares a list of such items. Such items then discussed one by one.
- If members of the group wish to make any announcement in the interest of the group, a chance is provided to them by the Chair.
- After discussing all agenda items the Chairperson declares adjournment of meeting with a vote of thanks



# Thanks



Week 15, 16 & 17

# **Chapter 7: Writing Memos & Email**

# Chapter Outlines

At the end of the chapter, the student will be able to-

- Understand the meaning of Memo and its purposes.
- Recognize the structure of an ideal memo .
- Describe Effective tips of memo writing.
- Develop an ideal memo.
- Explain the organization of a memo.
- Understand the structure of email.
- Understand the style of mail writing.
- Generate a professional mail.



# Meaning of Memo

- Short for memorandum, a memo is a concise internal message primarily written in professional environments.
- Unlike sending an email a more casual form of communication to one or several recipients memos are considered official company correspondence.
- However, they are less formal than letters, which are typically addressed to an external audience.

# Purposes of Memo

- A way to transfer knowledge of a specific process.
- To convey specific details on a project.
- To request specific information.
- To offer suggestions on a matter.
- To report to a superior.
- To offer congratulations or positive news.
- To share ideas

# Advantages of Memo

- Memos are a time saving mode of communication and are quite convenient to use. (especially with an intranet).
- Given that memos are intra-office, there will be no need to use expensive paper. The recycled paper will be acceptable.
- Memos are stored for the future, and such can be referred later if needed.

# Structure of a Memo

## I. Heading

The heading conveys the type of memo you're writing. Even if you are distributing your memo content through email, you should still include the heading at the top since it clearly defines who the memo is for and who sent it. The heading should include the following format:

- To — the audience for the memo, such as All Employees or a department name
- From — your name and job title
- Date — the memo distribution date
- Subject — the topic of the memo

# Structure of a Memo

## 2. Body

The body of a memo should include the followings-

- **Introduction:** As an introduction to the memo, highlight a summary of the situation, issue, or problem. This paragraph is the purpose of the memo and conveys the most important information.
- **Background:** Provide the background and additional details about why the memo is being sent. Which may include ..
  - I. Background about the situation
  - II. Decisions made and why the decisions were made
  - III. Proposed solutions or actions
  - IV. Dates and timelines

# Structure of a Memo

- **Call to action:** Depending on the memo type, create an appropriate call to action for your recipients and invite them to:
  - I. Contact you with questions
  - II. Reach out to their manager with any concerns
  - III. Review attachments or visit a website
  - IV. Complete an assigned task by a deadline
  - V. Participate in or volunteer for an event
  - VI. Stand by for additional information

# Structure of a Memo

- **Conclusion:** Consider how your memo will affect your audience and use this paragraph to create a courteous conclusion. Conclusion examples:
  - I. Offer congratulations
  - II. Thank recipients for their support or patience (depending on the situation)
  - III. Reinforce recipient feedback or contact options from the Call to Action section
  - IV. Invite recipients to watch for more information
  - V. A memo does not require a signature since the sender's information is provided in the heading.

# Sample Memo of a Project

## Memorandum

To: All Team Members

From: Henry Bittenger, Product Manager

Date: September 12, 2023

Subject: Delay of Product ABC Launch to early 2024

Because of consumer testing and outstanding engineering concerns, the launch of Product ABC has been delayed from our original October 20 launch date to early 2024.

Consumer testing is a significant part of our go-to-market strategy. If testing proves beneficial, we delay our product launch for the general public. Additionally, our engineering team is still reviewing outstanding behaviors that also need to be resolved.

Be assured that we will announce a launch date as soon as additional testing and feedback prove beneficial.

Thank you for your patience.



# Organization of Memos

Professional memos are organized according to one of two strategies:

The **direct organization strategy** presents the purpose of the document in the first paragraph (sometimes the first sentence) and provides supporting details in the body.

- The **indirect organization strategy** opens with relevant, attention-getting details that do not directly state the purpose of the document. The purpose is revealed in the body of the message, usually sandwiched between supporting details.

# Organization of Memos

- The direct approach is used for **good news or routine communication**; the indirect approach **is used for persuasive, sales, or bad news messages**.
- A directly stated purpose is welcome in good news or routine messages but could be viewed as unexpected or insensitive in a bad news or persuasive message. When the audience is not receptive to the message, it is best to lead up to the purpose gradually.

# Organization of memos

Direct Strategy	Indirect Strategy
used for good news or routine communication	used for negative, persuasive, or sales message
audience is receptive or neutral	audience is not receptive or needs convincing
writer arrives at purpose quickly, sometimes in the first sentence	writer includes a buffer and gradually builds up to the purpose, which is stated in the body

# Tips for Effective Memo writing

- **Audience Orientation**

Always consider the audience and their needs when preparing a memo. The goal should be clear and concise at all levels with no ambiguity.

- **Professional and Formal Tone**

Memos are often announcements, and the person sending the memo speaks for a part or all of the organization. Use the professional tone while writing the memo.

# Tips for Effective Memo writing

- **Subject Emphasis**

The subject is normally declared in the subject line and should be clear and concise.

- **Direct Format**

Some written business communication allows for a choice between direct and indirect formats, but memorandums are always direct. The purpose is clearly announced.

- **Objective Oriented**

Memos are a place for just the facts, and should have an objective tone without personal bias, preference, or interest on display.

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# What is E-mail ?

- *Electronic mail* (e-mail) is a computer-based application for the exchange of messages between users.
- A worldwide e-mail network allows people to exchange messages very quickly. E-mail is the electronic equivalent of a letter, but with advantages in timeliness and flexibility.



# When is email the appropriate to use?

- You need to get in touch with a person who is hard to reach via telephones.
- The information you want to share is not time-sensitive.
- External communication.
- Sharing important documents.
- Announcements, updates & other formal messages.
- Formal or informal messages to a select group.
- Distribute information to a large number of people quickly.

# When email is not an appropriate ?

- ❑ When message is long and complicated or requires additional discussion.
- ❑ The information is highly confidential. Email is NEVER private! Keep in mind that your message could be forwarded on to other people without your knowledge.
- ❑ When message is emotionally charged or the tone of the message could be easily misconstrued.



# Format of an E-mail

- **Subject:** Clear, concise subject line indicating purpose of email
- **Greetings:** Dear Recipient's Name, Dear Sir, Etc.
- **Opening :** Start by mentioning the purpose of your mail.

Example: I hope this message finds you well. I am writing to.....

- **Main Body:** In this section, expand on the details. Keep your points clear and concise, ideally using short paragraphs or bullet points to make information easy to read.
- **Closing:** Summarize or restate any action items, deadlines, or follow-up information and give thanks to the recipients.
- **Sender Information:** mention your Name , position and contact information .

# Format of an Email

Subject: Notice of Annual General Meeting - BRB Company Limited

Dear Sir (Director),

I hope this message finds you well. I am pleased to inform you that the Annual General Meeting (AGM) of BRB Company Limited is scheduled to take place on **\*\*Monday, 10th June 2024\*\***. The meeting will be held at our headquarters, NS Road Kushtia, starting at **\*\*10:00 AM\*\***.

The agenda for this year's AGM will cover a review of our annual performance, future business strategies, financial reporting, and any other matters requiring board input and approval.

Please mark your calendars accordingly. We will follow up with a detailed agenda and any necessary documents prior 9<sup>th</sup> June. Should you have any preliminary items you would like to discuss, please feel free to reach out.

Thank you for your attention, and I look forward to seeing you there.

Best regards,  
Mr. S. M Akbar Ali  
CEO  
BRB Company Limited



- **Thank You**