

Shri Shivaji Science & Arts College, Chikhli

e-notes

Sant Gadge Baba Amravati University, Amravati

Faculty of Humanities

Subject: English.

Generic Open Elective Course (Level 4.5)

Course Code : 615205

Course Title- Business Communication

Prepared By

Dr. S. I. Jukkalkar

HOD, Department of English

Shri Shivaji Science & Arts College, Chikhli

SYLLABUS

Sant Gadge Baba Amravati University, Amravati

Faculty of Humanities

Subject: English.

Generic Open Elective Course (Level

4.5) Course Title- Business

Communication

Generic Open Elective Course (GOEC)	Course	UG
	Level	4.5
	Title of Paper	Business Communication
	Course Code	615205
	No. of Credits	02
	Lectures	30 (2 Hrs per week per batch)
	Total	50 Marks

Faculty of Humanities

Subject: English

Generic Open Elective Course (Level

4.5) BA Part I Semester - I

Course Title- Business Communication

Course Objectives	This paper is aimed at helping the students to... <ol style="list-style-type: none">1. Recognize various dimensions of business communication2. Comprehend stages involved in the process of business communication3. Use these skills for better performance in individual and professional life4. Get to know the application of the business communication skills in day-to-day life5. Use these skills for creating healthy atmosphere at different social and professional levels	
Course Outcome	After Completion of this course students will be able to- <ol style="list-style-type: none">1. Recognize various dimensions of business communication.2. Understand the importance of communication skills in overall development.3. Apply these skills for better performance at different levels.4. Know how to apply these skills for success in life and career.5. Create various conducive opportunities for others to take advantage of their expertise.	
Unit	Course Contents	Learning Hours
Unit-I	Formal Letters	8 Hours
Unit-II	Formal Circulars and Memo Writing	7 Hours

Unit-III	Formal E-mail writing	7 Hours
Unit-IV	Agenda, Minutes of Meeting and Action Taken Report	8 Hours
Distribution of Marks		
Internal Assessment		
Written Examination on Unit I, II, III and IV		30 Marks
Practical Based on the Syllabus		10 Marks
Personal Interview		10 Marks
Total		50 Marks

Reference Books:

S No.	Name of the Book	Author	Publication	Unit Covered
1	English Grammar and Communication Skills	Prof. Sakina Raja	Jalgaon: Prashant Publications	ALL
2	Business Communication	Anil Patil and Hemant kumar Patil	Jalgaon: Prashant Publications	
3	English for Commerce & Business	Anil Patil	Jalgaon: Prashant Publications	
4	Communication Skills	Vivek Kayade	Jalgaon: Prashant Publications	

Importance of Business Communication

Business communication is very important because it helps people in a company work well together and reach goals. Here's why it matters:

1. **Clear Understanding:** Good communication makes sure everyone knows what they need to do. When people understand tasks, they work more efficiently.
2. **Builds Relationships:** Communication helps build good relationships with co-workers, clients, and business partners. Strong relationships make it easier to work together.
3. **Solves Problems:** When there's a problem, communication helps people find solutions faster by discussing and sharing ideas.
4. **Increases Productivity:** Clear communication saves time and reduces mistakes, which means tasks get done quicker and with less confusion.
5. **Supports Decision-Making:** When information is shared clearly, it's easier for people to make smart decisions that help the business grow.

In short, business communication helps teams work well together, solve problems, and make good decisions, making the business stronger and more successful.

Unit-I	Formal Letters
--------	----------------

a) Importance of Formal Letters

Formal letters are essential in business communication because they create a clear, professional, and reliable way to exchange information. Here are some key reasons why formal letters are so important in business:

1. **Professional Image:** A well-written formal letter reflects the professionalism of a business, helping to create a positive impression with clients, partners, and other stakeholders.
2. **Clear Communication:** Formal letters allow businesses to convey messages in a clear, structured way, reducing misunderstandings and ensuring the information is complete and accurate.
3. **Documentation:** Letters serve as written records that can be kept for future reference. They provide proof of agreements, discussions, or commitments, which can be crucial in legal or contractual situations.

4. **Builds Trust:** When businesses communicate formally, it shows respect and seriousness toward the recipient. This helps in building trust and maintaining strong professional relationships.
5. **Standardization:** Formal letters follow a specific format, which creates consistency in communication. This standardization helps in maintaining a professional tone and ensures everyone receives similar information in a familiar structure.

In summary, formal letters in business communication support professionalism, accuracy, and trust, all of which are key to successful business operations and relationships.

b) Types of Formal Letters in Business Communication

In business communication, different types of formal letters serve various purposes. Here are some of the main types:

- I) Inquiry Letter:** Used to ask for information about products, services, or terms from another business. It helps businesses make informed decisions.
- II) Order Letter:** Written to place an order for goods or services. It details what is being ordered, quantities, and delivery instructions.
- III) Complaint Letter:** Sent when there is a problem with a product or service. It states the issue and often requests a solution or compensation.
- IV) Sales Letter:** Used for marketing and promoting products or services. It aims to convince the reader to make a purchase or take some action.
- V) Acknowledgment Letter:** Written to confirm that a previous letter, order, or request has been received.
- VI) Adjustment Letter:** A response to a complaint letter. It explains how the business will address the problem or offers compensation.
- VII) Cover Letter:** Sent with a job application, explaining why the candidate is suitable for the job.
- VIII) Resignation Letter:** Written by an employee to inform the employer about their decision to leave the job.
- IX) Recommendation Letter:** Written by an employer or colleague to support someone's application, usually for a job or further studies.
- X) Notice Letter:** Used to give formal notification of something, like changes in business hours, policy updates, or event reminders.

Each type of letter serves a specific purpose, helping businesses communicate effectively and maintain professionalism.

c) Standard Format of a Formal Business Letter

1. Sender's Details

Include the sender's name, company name, address, and contact details (phone number, email) at the top left.

Example:

Mr. Arjun Mehta
Shree Textiles Pvt. Ltd.
Mumbai, Maharashtra
Phone: +91-XXXX-XXXXXX
Email: arjun.mehta@shreetextiles.com

2. Date

Write the date on which the letter is being sent, in the format DD-MM-YYYY or Month DD, YYYY.

Example:

July 15, 2023

3. Recipient's Details

After the date, write the recipient's name, title (if known), company name, and address.

Example:

The Sales Manager
Classic Fabrics
Surat, Gujarat

4. Subject Line

A subject line that briefly explains the purpose of the letter in one sentence. It should be concise and specific. It can be in bold or underlined for emphasis.

Example:

Subject: Inquiry about Wholesale Prices for Cotton Fabrics

5. Salutation

Begin with a polite greeting. If you know the recipient's name, use "Dear Mr./Ms. [Last Name]". If not, use "Dear Sir/Madam."

Example:

Dear Sir/Madam,

6. Body of the Letter

The body is usually divided into three main sections:

- **Opening Paragraph:** States the purpose of the letter.
- **Middle Paragraph(s):** Provides more details, facts, or necessary information.
- **Closing Paragraph:** Summarizes the message and includes any call to action or closing remarks.

Example:

We are writing to inquire about your cotton fabrics as we are considering a bulk purchase... (and so on)

7. Complimentary Closing

End with a polite closing phrase like "Yours sincerely," "Yours faithfully," or "Best regards," followed by a comma.

Example:

Yours sincerely,

8. Signature and Printed Name

Sign the letter (if a hard copy) and type the sender's full name and designation below the closing.

Example:

Arjun Mehta
Director

9. Enclosures (if any)

If additional documents are attached, mention "Enclosures" or "Encl." below the signature and list the documents.

Example:

Encl.: Price List, Product Catalog

Sample Layout

Arjun Mehta

Shree Textiles Pvt. Ltd.

Mumbai, Maharashtra

Phone: +91-XXXX-XXXXXX

Email: arjun.mehta@shreetextiles.com

July 15, 2023

The Sales Manager

Classic Fabrics

Surat, Gujarat

Subject: Inquiry about Wholesale Prices for Cotton Fabrics

Dear Sir/Madam,

[Opening paragraph: Introduce the purpose of writing]

We are writing to inquire about your cotton fabrics, as we are considering a bulk purchase for our retail business.

[Middle paragraph: Provide details about what is needed]

Could you please provide information regarding your wholesale prices, minimum order quantities, colors, and payment terms? We would also appreciate any catalogs or samples available.

[Closing paragraph: Summarize and request action]

Thank you for your time. We look forward to your prompt response.

Yours sincerely,

Arjun Mehta

Director

Encl.: Price List, Product Catalog

d) Examples of Formal Letters

1. Inquiry Letter

Arjun Mehta

Shree Textiles Pvt. Ltd.

Mumbai, Maharashtra

Phone: +91-9876543210
Email: arjun.mehta@shreetextiles.com

October 20, 2023

The Sales Manager

Classic Fabrics
Surat, Gujarat

Subject: Inquiry About Wholesale Prices for Cotton Fabrics

Dear Sir/Madam,

I am writing to inquire about the wholesale cotton fabrics that your company offers. We are interested in purchasing high-quality cotton fabrics for our new retail collection.

Could you kindly share information on your wholesale prices, available colors, minimum order quantities, and payment terms? Understanding your pricing and conditions would help us decide the quantity to order initially.

If possible, we would also appreciate it if you could send samples or a catalog of your cotton fabric selection. This will assist us in assessing the quality and variety of your products, which is essential for our customer base.

Please let us know if there are any additional details or requirements we should consider. Thank you for your time and assistance, and we look forward to your prompt response.

Yours sincerely,

Arjun Mehta
Director

2. Order Letter

Vijay Kumar

Good Earth Supermarket
Bengaluru, Karnataka
Phone: +91-9123456789
Email: vijay.kumar@goodearthsupermarket.com

October 20, 2023

The Manager

Fresh Foods Suppliers
Chennai, Tamil Nadu

Subject: Order for Organic Grocery Items

Dear Manager,

We would like to place an order for the following organic grocery items for our supermarket:

1. Organic Rice - 100 kg
2. Organic Lentils - 50 kg
3. Organic Mixed Fruits - 200 kg

Please arrange delivery to our Bengaluru store by November 10, 2023. Kindly ensure that the fruits are packed carefully to maintain their freshness.

We request the invoice to be included with the delivery, and payment will be processed within one week of receiving the items.

Thank you for your prompt service. We look forward to a continued business relationship with Fresh Foods Suppliers.

Yours sincerely,

Vijay Kumar
Purchase Manager

3. Complaint Letter

Priya Gupta
XYZ Enterprises
Jaipur, Rajasthan
Phone: +91-8765432109
Email: priya.gupta@xyzenterprises.com

October 20, 2023

Customer Service
Apex Office Supplies
Delhi

Subject: Complaint Regarding Damaged Office Furniture

Dear Sir/Madam,

I am writing to report damaged items in our recent order of office furniture, delivered on October 15, 2023. Upon inspection, we found that several chairs and filing cabinets were scratched and dented, making them unusable.

We would like to request replacements for these items at the earliest, as they are urgently needed for our new office setup. This delay has affected our operations, and we hope to resolve it quickly.

Please advise on the procedure for returning the damaged items and receiving replacements. Thank you for your attention to this matter.

Yours sincerely,

Priya Gupta
Operations Manager

4. Sales Letter

Rajesh Singh
Singh Travel Services
Delhi
Phone: +91-9988776655
Email: rajesh.singh@singhtravel.com

October 20, 2023

The Managing Director
MNC Tech Pvt. Ltd.
Noida, Uttar Pradesh

Subject: Exclusive Corporate Travel Packages

Dear Sir/Madam,

I am delighted to introduce Singh Travel Services, a company specializing in corporate travel management. We understand that MNC Tech Pvt. Ltd. has frequent business travel needs, and we can help streamline this process while offering cost-effective solutions.

Our exclusive corporate packages include discounted rates on flights, hotel accommodations, and local transportation, with round-the-clock customer support. With our services, you can reduce travel expenses and ensure smooth travel experiences for your team.

Please contact me directly if you would like a presentation or have any questions. We look forward to the opportunity to serve your company's travel needs.

Warm regards,

Rajesh Singh
Managing Director

5. Acknowledgment Letter

Anjali Sharma

Supreme Builders Pvt. Ltd.

Pune, Maharashtra

Phone: +91-8877665544

Email: anjali.sharma@supremebuilders.com

October 20, 2023

Mr. Suresh Jain

Jain Steel Suppliers

Mumbai, Maharashtra

Subject: Acknowledgment of Steel Order

Dear Mr. Jain,

We confirm receipt of your recent order for steel rods and beams. Thank you for choosing Supreme Builders Pvt. Ltd. We are processing your order and will keep you updated on its status.

Our logistics team will contact you soon to arrange for shipment. Please let us know if you have any specific instructions or requirements regarding this order.

We appreciate your trust in us and look forward to meeting your needs. Thank you again for your business.

Yours sincerely,

Anjali Sharma

Procurement Head

6. Adjustment Letter

Customer Service

Apex Office Supplies

Delhi

Phone: +91-1234567890

Email: service@apexoffice.com

October 20, 2023

Mrs. Priya Gupta
XYZ Enterprises
Jaipur, Rajasthan

Subject: Apology and Resolution for Damaged Office Furniture

Dear Mrs. Gupta,

We apologize for the inconvenience caused by the damaged office furniture. As a solution, replacement items will be dispatched by October 30, 2023. We are also reviewing our quality checks to prevent similar issues in the future.

Thank you for your patience and understanding.

Yours sincerely,

Customer Service
Apex Office Supplies

7. Cover Letter/Application Letter

Kavita Rao
Mumbai, Maharashtra
Phone: +91-9876543210
Email: kavita.rao@gmail.com

October 20, 2023

The HR Manager
Tech Vision Pvt. Ltd.
Pune, Maharashtra

Subject: Application for Software Engineer Position

Dear Sir/Madam,

I am writing to apply for the Software Engineer position at Tech Vision Pvt. Ltd. I hold a degree in Computer Science and have two years of experience in software development, specializing in Java and Python. I am excited about contributing to your team.

Thank you for considering my application.

Yours sincerely,

Kavita Rao

8. Resignation Letter

Ramesh Verma
Senior Sales Executive
Golden Mart Ltd.
Hyderabad, Telangana

October 20, 2023

The HR Manager
Golden Mart Ltd.
Hyderabad, Telangana

Subject: Resignation from Position

Dear Sir/Madam,

Please accept this letter as formal notice of my resignation from the position of Senior Sales Executive, effective November 30, 2023. I am grateful for the experiences and opportunities provided by Golden Mart Ltd.

Thank you for your support and guidance.

Yours sincerely,

Ramesh Verma

9. Recommendation Letter

Sameer Chawla
Manager
ABC Industries
Kolkata, West Bengal
Phone: +91-9876543211
Email: sameer.chawla@abcindustries.com

October 20, 2023

Admissions Committee
National Business School
Delhi

Subject: Recommendation for Mr. Amit Shah

Dear Sir/Madam,

I am pleased to recommend Mr. Amit Shah for admission to your MBA program. Amit has worked with us for three years, demonstrating excellent leadership and analytical skills. I am confident he will be an asset to your program.

Best regards,

Sameer Chawla
Manager

10. Notice Letter

Admin Department

J.P. Textiles Ltd.
Ahmedabad, Gujarat
Phone: +91-9876543215
Email: admin@jptextiles.com

October 20, 2023

To: All Employees

J.P. Textiles Ltd.
Ahmedabad, Gujarat

Subject: Change in Office Timings

Dear Employees,

This is to inform you that starting December 1, 2023, office hours will be changed to 9:00 AM - 6:00 PM. We appreciate your cooperation and prompt adjustments to the new timings.

Thank you.

Best regards,
Admin Department

Expected question formats in the university examination

Write formal letters based on the given instruction. (Any Two) : 10 Marks

Exercises

1. Inquiry Letter

- **You are Priya Kapoor, the Purchase Manager at Green Valley Organics in Jaipur, Rajasthan.**
 - Write a letter to Fresh Farms Ltd., a supplier of organic produce in Mumbai, inquiring about the wholesale rates, available varieties, and delivery options for organic vegetables and fruits. Request a catalog or brochure if available.
 - **Hint:** Include questions about bulk pricing, minimum order quantities, and payment terms.
-

2. Order Letter

- **You are Rajesh Sinha, the Manager at Wonder Stationery Store in Pune, Maharashtra.**
 - Write a letter to Classic Papers Pvt. Ltd., a paper and office supplies manufacturer in Delhi, placing an order for 500 packs of A4 paper, 200 notebooks, and 100 boxes of pens. Specify your preferred delivery date and mention that payment will be made upon delivery.
 - **Hint:** Clearly list the items, quantities, and any delivery requirements.
-

3. Complaint Letter

- **You are Anil Verma, Operations Head at Tech Solutions Ltd. in Bengaluru, Karnataka.**
 - Write a letter to Elite Office Furniture in Chennai, Tamil Nadu, to complain about an order of office desks that arrived damaged. Describe the issue and request replacement items. Mention the order date and delivery date.
 - **Hint:** Explain the nature of the damage and the urgency of replacing the items.
-

4. Sales Letter

- **You are Meena Sharma, Marketing Executive at Pure Living Essentials, a company selling eco-friendly cleaning products in New Delhi.**
 - Write a letter to Bluebird Hotels, a chain with multiple locations in India, offering a special discount on bulk purchases of eco-friendly cleaning supplies. Highlight how the products are suitable for the hotel's sustainable practices and environmentally conscious guests.
 - **Hint:** Describe the unique benefits of your products and invite them to learn more or request a meeting.
-

5. Acknowledgment Letter

- **You are Karan Desai, Procurement Head at Elite Automobiles Ltd. in Ahmedabad, Gujarat.**
- Write a letter to Modern Steel Pvt. Ltd. in Pune, Maharashtra, acknowledging the receipt of their recent order for automotive steel parts. Confirm that the order is being processed and expected to be shipped within the next two weeks.
- **Hint:** Express appreciation for the order and assure the client of timely updates on the status.

Unit-II	Formal Circulars and Memo Writing
---------	-----------------------------------

Formal Circulars and Memo Writing in Business Communication

Definition:

A formal circular is a type of written communication used within an organization to convey important information, announcements, or instructions to a specific group of people, such as all employees, a department, or a team.

Purpose:

- **Information Sharing:** Circulars are used to inform employees about policy changes, upcoming events, new procedures, or any significant updates.
- **Standardization:** They help standardize messages across the organization, ensuring everyone receives the same information.
- **Official Record:** Circulars serve as a formal record of communication, which can be referred to later if needed.

Characteristics:

- **Structured Format:** Circulars typically have a clear structure, including a date, subject line, salutation, body, and closing.
- **Formal Language:** The language used in circulars is professional and clear to convey the message effectively.
- **Wide Distribution:** Circulars are usually distributed to a larger audience, such as all employees or specific departments.

Memo in Business Communication

Definition:

A memo (short for memorandum) is a brief written message used for internal communication within an organization. It is typically more informal than a circular and is directed to specific individuals or groups.

Purpose:

- **Quick Updates:** Memos are used to communicate quick updates, reminders, or requests among employees.

- **Internal Communication:** They facilitate communication between different departments or teams within the organization.
- **Documentation:** Memos serve as documentation of discussions, decisions, or actions taken.

Characteristics:

- **Concise Format:** Memos are usually short and to the point, focusing on the essential information.
- **Direct Language:** The language is straightforward, often without unnecessary formalities.
- **Targeted Audience:** Memos are sent to specific individuals or teams, rather than a wide audience.

Difference between Formal Circulars and Memos in terms of features

Feature	Formal Circular	Memo
Audience	Larger group (e.g., all employees)	Specific individuals or departments
Purpose	Inform about policies, events, or updates	Quick updates or requests
Format	More structured and formal	Concise and straightforward
Tone	Formal and professional	Informal yet professional

Conclusion

Both formal circulars and memos are vital tools in business communication. They help organizations convey important messages efficiently, maintain a record of communications, and ensure that everyone is aligned with the organization's goals and policies.

Standard Format of a Formal Circular and Memo

[Company/Organization Name]
 [Company Address]
 [Phone Number]
 [Email Address]
 [Date]

Circular No.: [Circular Number]
Subject: [Brief Subject Line]

To:
All Employees / [Specific Department]
[Company Name]

Dear All,

[Begin the body of the circular. Clearly state the purpose of the circular. This could include announcements, policy changes, upcoming events, or other important information. Use clear and concise language.]

[Provide any necessary details, including dates, times, locations, and any actions required by the recipients.]

[Conclude with any closing remarks, encouraging feedback or questions if applicable.]

Thank you for your attention.

Sincerely,
[Your Name]
[Your Position]
[Company Name]

Here are two examples each of a formal circular and a memo in the Indian context, each approximately 170 words long.

Example of a Formal Circular

Vision Tech Solutions Pvt. Ltd.
123 Innovation Street, Gurugram, Haryana
Phone: +91-9876543210
Email: info@visiontech.com
October 29, 2024

Circular No.: VTSPL-2024/12
Subject: Introduction of Remote Work Policy

To:
All Employees
Vision Tech Solutions Pvt. Ltd.

Dear Team,

We are excited to announce the introduction of our Remote Work Policy, effective November 5, 2024. This policy allows eligible employees to work from home up to three days a week, promoting flexibility and work-life balance.

To be eligible, employees must have completed at least six months with the company and have no pending performance issues. Please review the attached policy document for detailed guidelines and procedures to apply for remote work.

We believe this initiative will enhance productivity and job satisfaction. A town hall meeting will be held on November 3, 2024, at 3:00 PM to discuss this policy and answer any questions.

Thank you for your continued dedication to our team.

**Sincerely,
Ravi Desai
HR Manager
Vision Tech Solutions Pvt. Ltd.**

Example of a Memo

**Urban Health Services
456 Wellness Lane, Mumbai
October 29, 2024**

MEMO

To: Sneha Reddy, Community Outreach Team
From: Anil Joshi, Program Coordinator
Subject: Upcoming Health Camp on November 10
CC: Management Team

Dear Sneha,

This memo serves as a reminder for the upcoming health camp scheduled for November 10, 2024, at Azad Nagar Community Hall from 9:00 AM to 5:00 PM.

All team members are required to participate and assist in setting up the venue by 8:00 AM. The camp will provide free health check-ups, nutritional counseling, and health education workshops to the community.

Please ensure that all necessary materials and equipment are prepared in advance. Additionally, let's promote the event through local outreach to maximize attendance.

Your efforts in making this health camp successful are greatly appreciated. Let's work together to make a positive impact in our community.

Thank you.

**Best regards,
Anil Joshi
Program Coordinator
Urban Health Services**

Write formal circular/ memo based on the given instruction. (Any Two) : 10 Marks

Exercise Questions

1. Write a formal circular to all employees of Eco Green Solutions in Pune, announcing a mandatory training session on sustainable practices scheduled for November 20, 2024. Include details about the time, venue, and the importance of attending this training.
2. Write a formal circular to the staff of Stellar Technologies in Hyderabad, informing them about the upcoming annual company meeting on December 15, 2024. Include the agenda, time, and location, and encourage all employees to attend to discuss the company's future goals.
3. Write a memo to the Marketing Team at Bright Future Marketing Agency in Delhi, reminding them about the deadline for submitting their quarterly reports by November 5, 2024. Include details on where to submit the reports and emphasize the importance of timely submissions.
4. Write a memo to the IT Department of Tech Innovations Pvt. Ltd. in Bengaluru, informing them about a scheduled system maintenance on November 10, 2024, from 2:00 PM to 4:00 PM. Mention any expected downtime and advise team members to save their work before the maintenance begins.

a) Importance of e-mail writing

Formal email writing is crucial in business communication for several reasons. Firstly, it ensures clarity and professionalism. A well-structured email conveys information effectively and minimizes misunderstandings, which is vital in a professional setting.

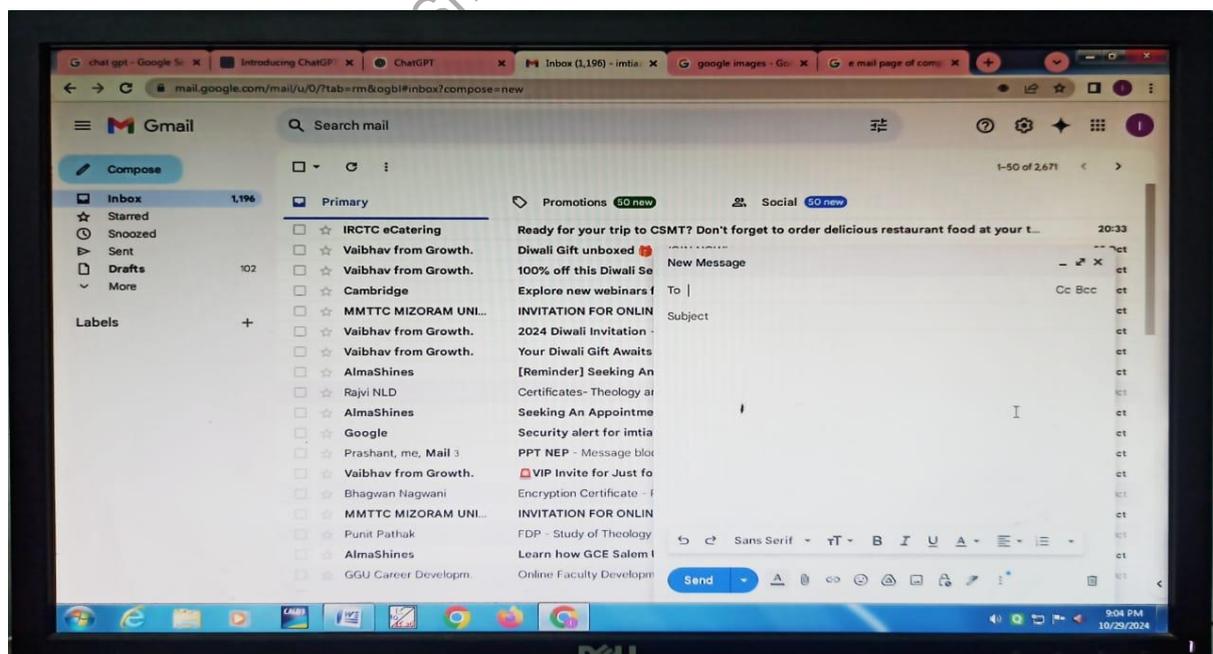
Secondly, formal emails serve as a written record of communications. This is important for future reference and accountability, allowing businesses to track discussions, agreements, and decisions.

Additionally, formal emails reflect the organization's brand and values. They demonstrate professionalism and respect for the recipient, fostering a positive impression of the company. This is especially important when communicating with clients, partners, or stakeholders, as it can influence their perception and trust in the organization.

Moreover, formal emails help establish boundaries in communication. By using a formal tone, employees can differentiate between professional and casual interactions, maintaining a level of respect in business dealings.

Lastly, with the increasing reliance on digital communication, the ability to write effective formal emails has become essential. It enhances communication efficiency and supports collaboration within teams and across departments. In summary, formal email writing is a fundamental skill that contributes to effective and professional business communication.

b) Format of e-mail



In business communication, writing a formal email requires clarity, professionalism, and respect. Here's a typical format you can use:

Subject Line

- **Keep it brief and specific.** The subject should clearly convey the email's purpose, e.g., "Request for Project Update" or "Meeting Confirmation."

Salutation

- **Start with a polite greeting.**
 - If you know the recipient's name: "Dear Mr./Ms./Dr. [Last Name],"
 - If you don't know the name: "Dear [Job Title] Team," or "Dear [Department] Team,"

Opening Line

- **Introduce yourself if needed** (especially if you haven't communicated before).
 - Example: "My name is [Your Full Name], and I am [Your Position] at [Your Company]."

Purpose

- **State the purpose of your email clearly and concisely in the first sentence.**
 - Example: "I am writing to discuss [topic or issue] and to request your input."

Body

- **Provide details in short, clear paragraphs.** Each paragraph should cover one main point.
- **Use bullet points or numbered lists** for easy reading if listing items or steps.

Closing Statement

- **Summarize or include a call to action** if needed.
 - Example: "Please let me know if you require further details" or "I look forward to your feedback."

Complimentary Close

- **Use a polite closing phrase** such as:
 - "Sincerely," "Best regards," or "Thank you."

Signature

- **Include your full name, job title, company, and contact information.**

- Example:

csharp

Copy code

Sincerely,

[Your Full Name]

[Your Position]

[Your Company]

[Your Contact Information]

Sample Email

Subject: Meeting Request for Project Review

Dear Mr. Smith,

My name is Sarah Williams, and I am the Project Manager at XYZ Corporation. I am writing to schedule a meeting to review our upcoming project milestones and ensure we're aligned on the next steps.

Could we meet sometime next week? Please let me know your available times, or feel free to suggest a different date.

Thank you for your time, and I look forward to our discussion.

Best regards,

Sarah Williams

Project Manager

XYZ Corporation

s.williams@xyzcorp.com

(123) 456-7890

Following this format helps keep your communication clear and professional!

You said:

Format like the page of e-mail with all sub headings of Formal e-mail writing in Business Communication

ChatGPT said:

ChatGPT

Certainly! Here is a structured format that resembles the layout of a formal business email.

I've included each sub-heading to help visualize how to organize each section.

[Email Interface]

To:

[Recipient's Email Address]

Cc:

[Carbon Copy, if necessary]

Bcc:

[Blind Carbon Copy, if necessary]

Subject:

[Write a concise and specific subject line, e.g., "Request for Project Update"]

Dear [Recipient's Name],

e.g., "Dear Mr. Johnson,"

Opening Line / Introduction:

Introduce yourself briefly if necessary.

Example: "My name is [Your Full Name], and I am [Your Position] at [Your Company]."

Purpose:

State the purpose of the email in one to two sentences.

Example: "I am writing to discuss [specific topic or issue] and to request your input on the matter."

Body of the Email:

Provide detailed information about the main topic, breaking up information into short paragraphs.

Use bullet points or numbered lists for any step-by-step items.

1. First Main Point / Request:

- Brief description of the point or request.

2. Second Main Point / Additional Details:

- Brief description of the additional information.
-

Closing Statement:

Summarize the email or include any calls to action.

Example: "Please let me know if you need further details, or feel free to suggest a convenient time for us to discuss this in more detail."

Complimentary Close:

End with a polite closing phrase.

Examples: "Sincerely," "Best regards," "Thank you,"

[Your Signature]:

[Your Full Name]

[Your Position]

[Your Company]

[Contact Information (Phone Number, Email Address)]

Sample Layout Example

To: john.smith@abccompany.com

Cc: mary.jones@abccompany.com

Bcc:

Subject: Meeting Request for Project Review

Dear Mr. Smith,

Opening Line:

My name is Sarah Williams, and I am the Project Manager at XYZ Corporation.

Purpose:

I am reaching out to schedule a meeting to discuss our upcoming project milestones.

Body:

We need to cover the following points to ensure alignment:

1. Review of the project timeline
2. Discussion on resource allocation

Closing Statement:

Please let me know your available times next week, or feel free to suggest an alternative date.

Complimentary Close:

Best regards,

Signature:

Sarah Williams

Project Manager

XYZ Corporation

(123) 456-7890

s.williams@xyzcorp.com

This format should make your business email look well-organized and professional.

Examples of Formal e-mail

Example 1: Meeting Request

To: james.thompson@defenterprises.com

Subject: Request for Project Meeting Next Week

Dear Mr. Thompson,

I hope this email finds you well. My name is Emily Carter, and I am the Marketing Coordinator at ABC Solutions. I am reaching out to arrange a meeting to discuss the upcoming phases of our project with your team.

In preparation for the next phase, we would like to go over the current project milestones, address any potential challenges, and align our timelines with your expectations. A meeting next week would allow us to plan our resources efficiently and ensure we meet our project goals.

Could you please let us know your available times next week? If you have specific dates or times that work best, we are more than willing to accommodate.

Thank you for your attention, and I look forward to our collaboration.

Best regards,

Emily Carter

Marketing Coordinator

ABC Solutions

emily.carter@abcsolutions.com

(555) 987-6543

Example 2: Follow-Up on Payment

To: maria.rivera@ghiindustries.com

Subject: Follow-Up on Outstanding Invoice #12345

Dear Ms. Rivera,

I hope you are well. I am writing regarding invoice #12345, issued on September 5, 2024, for \$2,500. As we have not yet received payment, I wanted to kindly follow up to ensure there were no issues with the invoice.

If there are any questions or further documentation required, please let me know. We are committed to providing a seamless experience and are here to assist in any way possible.

Thank you for your prompt attention to this matter. Please confirm the expected payment date at your earliest convenience.

Sincerely,

John Stevens

Accounts Receivable Manager

XYZ Corporation

john.stevens@xyzcorp.com

(555) 123-4567

Exercise 1

Write an email to the HR Manager of an IT company, Mr. Ramesh Kumar (ramesh.kumar@xyztech.in), requesting an appointment to discuss potential internship opportunities. Include your background, why you're interested in the internship, and your preferred timings for a meeting.

Exercise 2

Write an email to a client, Ms. Neha Verma (neha.verma@abclogistics.in), to follow up on a recent order placed with your logistics company. In your email, mention the order details, expected delivery timeline, and provide contact information for further queries or concerns.

Unit-IV	Agenda, Minutes of Meeting and Action Taken Report
---------	--

In business communication, especially in the Indian context, the **Agenda, Minutes of Meeting (MoM)**, and **Action Taken Report (ATR)** play crucial roles in documenting, organizing, and tracking progress in professional meetings. Here's an overview of each:

1. Agenda

- **Definition:** An agenda is a structured list of topics or issues to be discussed in a meeting. It is shared before the meeting to give participants an overview of the meeting's objectives and the subjects that will be covered.
- **Purpose:** To keep the meeting focused, ensure efficient use of time, and allow participants to prepare in advance.
- **Typical Format:**
 - Date and time of the meeting
 - Location or platform (if virtual)
 - List of participants
 - Topics to be discussed (often listed in priority order)

- Time allocation for each topic
 - Expected outcomes or objectives of the meeting
-

2. Minutes of Meeting (MoM)

- **Definition:** MoM is a detailed record of discussions, decisions, and actions agreed upon during a meeting. It captures what was discussed, who was present, and the key takeaways.
- **Purpose:** To document the meeting for future reference, track decisions, and inform absent members of the key points discussed.
- **Typical Format:**
 - Date, time, and venue of the meeting
 - List of attendees and absentees
 - Summary of each agenda item discussed
 - Key points, decisions made, and any deadlines
 - Action items assigned to specific individuals or teams
 - Conclusion or next steps

3. Action Taken Report (ATR)

- **Definition:** An ATR is a follow-up report documenting the actions taken based on the decisions made in previous meetings.
- **Purpose:** To ensure accountability and track the completion of tasks or decisions made in earlier meetings.
- **Typical Format:**
 - Date of report
 - Summary of each action item or decision
 - Description of actions taken, status (completed, in progress, pending), and responsible person/team
 - Any updates or feedback, if applicable

In the Indian business context, maintaining clear and thorough documentation through these tools enhances transparency, improves accountability, and supports efficient project tracking.

i) Agenda for Project Kickoff Meeting

Date: Monday, November 6, 2024

Time: 10:00 AM - 11:30 AM

Location: Conference Room B / Virtual Link: [Zoom link]

Facilitator: Project Manager - Sarah Smith

1. Welcome and Introduction (10:00 AM - 10:10 AM)

- Brief introduction of team members
- Overview of the meeting objectives

2. Project Overview (10:10 AM - 10:30 AM)

- Review of project goals and objectives
- Discussion of project scope and deliverables

3. Roles and Responsibilities (10:30 AM - 10:45 AM)

- Assigning roles to team members
- Clarifying responsibilities and points of contact

4. Project Timeline and Milestones (10:45 AM - 11:00 AM)

- Outline of key dates and deadlines
- Discussion on timeline feasibility

5. Budget and Resources (11:00 AM - 11:15 AM)

- Overview of project budget
- Discussion on resources required for successful project completion

6. Q & A and Next Steps (11:15 AM - 11:30 AM)

- Open floor for questions
- Summarize key takeaways
- Set date and time for the next meeting

ii) Minutes of Project Kickoff Meeting

Date: Monday, November 6, 2024

Time: 10:00 AM - 11:30 AM

Location: Conference Room B / Virtual

Facilitator: Sarah Smith, Project Manager

1) Welcome and Introduction

The Project Kickoff Meeting began promptly at 10:00 AM, with Sarah Smith welcoming all team members. She introduced each participant and briefly outlined the purpose of the meeting, which was to discuss the objectives, timeline, resources, and next steps for the new project.

2) Project Overview

Sarah then provided a comprehensive overview of the project goals, emphasizing the primary objectives and the scope of the work involved. She highlighted key deliverables, explaining how each aligned with the overall goals, and encouraged the team to ask questions as they proceeded through each section.

3) Roles and Responsibilities

After the overview, Sarah outlined the roles and responsibilities for each team member. This segment focused on defining each person's contribution and clarifying the key points of contact for different aspects of the project. Sarah ensured that everyone was clear on their tasks and offered clarification where needed.

4) Project Timeline and Milestones

The discussion then moved to the project timeline and milestones. Sarah shared the initial timeline, noting important deadlines for each phase of the project. Team members discussed the feasibility of the proposed schedule, with some suggestions for minor adjustments to ensure enough time for quality control.

5) Budget and Resources

Following the timeline review, the group discussed the budget and resource allocation for the project. Sarah presented a summary of the budget, highlighting essential areas of expenditure. Team members discussed anticipated resource needs and agreed to a tentative plan for handling any unexpected expenses.

6) Q & A and Next Steps

In the final segment, Sarah opened the floor for questions. Team members asked for additional clarity on certain responsibilities and discussed next steps, including scheduling

the next meeting. Sarah summarized the key takeaways from the meeting, thanked everyone for their participation, and concluded the session at 11:30 AM.

Action Taken Report for Project Kickoff Meeting

Date: Monday, November 6, 2024

1. Introduction and Team Alignment

Following the introductory segment of the kickoff meeting, all team members became acquainted with one another and reviewed the objectives. Each member confirmed their understanding of the project's scope, and a shared document summarizing goals and objectives was circulated to reinforce alignment.

2. Project Overview and Deliverables

After the meeting, a comprehensive project overview was shared with the team, including a breakdown of the goals and deliverables. Sarah Smith compiled this document, ensuring all team members have access to the project's objectives. Team members have begun drafting individual plans that align with these goals.

3. Roles and Responsibilities Assigned

As discussed, roles and responsibilities were assigned, with each team member receiving a written outline of their tasks. Sarah also provided clarity on points of contact for each area of the project. Team members acknowledged their roles, and any questions raised post-meeting were addressed via follow-up emails.

4. Project Timeline and Milestones Set

The proposed timeline was adjusted slightly to account for feedback received during the meeting. A finalized project schedule with revised deadlines for major milestones was distributed. This adjusted timeline has been incorporated into the shared project management tool, and reminders have been set up for key dates.

5. Budget and Resources Allocation

After reviewing budget requirements, Sarah worked with the finance team to secure necessary resources. A preliminary budget breakdown was shared, which included contingency funds for unforeseen expenses. Team members were advised to submit resource requests through the project management platform to streamline approvals.

6. Q & A and Next Steps Established

The next steps, as outlined in the meeting, were consolidated in an email recap sent to all attendees. This included a summary of key takeaways, actions assigned, and the scheduled date for the next meeting. Additional questions from team members were addressed, ensuring that all participants are clear on the project's path forward.

2) Agenda for Quarterly Review Meeting

Date: Tuesday, 12th December 2024

Time: 11:00 AM - 1:00 PM

Location: Conference Room - Main Office, Mumbai / Virtual Link: [Microsoft Teams link]

Chairperson: Mr. Rajesh Kumar, General Manager

1. Welcome and Introduction (11:00 AM - 11:10 AM)

- Welcome note by Mr. Rajesh Kumar
- Introduction of new team members

2. Business Performance Review (11:10 AM - 11:40 AM)

- Presentation of key performance metrics by department heads
- Analysis of achievements against targets
- Discussion on major challenges faced and resolutions

3. Financial Overview (11:40 AM - 12:00 PM)

- Review of the quarterly financials by the Finance Head
- Discussion on profit margins, expenses, and budget adherence
- Identification of areas for cost optimization

4. Future Targets and Strategic Planning (12:00 PM - 12:30 PM)

- Setting performance targets for the next quarter
- Presentation of strategic initiatives and growth plans
- Discussion on market expansion and new projects

5. Employee Engagement and Welfare (12:30 PM - 12:45 PM)

- Updates on employee welfare programs
- Discussion on upcoming training sessions and skill development workshops
- Open floor for employee feedback and suggestions

6. Closing Remarks and Action Points (12:45 PM - 1:00 PM)

- Summary of key decisions and action items by Mr. Rajesh Kumar
- Q&A session

- Setting the date and agenda for the next review meeting
-

- **Minutes of Quarterly Review Meeting**

Date: Tuesday, 12th December 2024

Time: 11:00 AM - 1:00 PM

Location: Conference Room - Main Office, Mumbai / Virtual

Chairperson: Mr. Rajesh Kumar, General Manager

- **1. Welcome and Introduction**

- The meeting commenced at 11:00 AM with a warm welcome from Mr. Rajesh Kumar, who greeted all attendees, both in-person and virtual. He introduced new team members who joined recently, ensuring everyone was familiar with each other to encourage collaboration.

- **2. Business Performance Review**

- The department heads presented key performance metrics for their respective areas. Each department's achievements against the set targets were thoroughly reviewed. Discussions highlighted significant accomplishments as well as the primary challenges each department encountered. Solutions previously implemented to address these challenges were shared, giving all departments insight into best practices and potential improvements for the future.

- **3. Financial Overview**

- The Finance Head provided an overview of the quarterly financials, including revenue, expenses, and profit margins. It was noted that, while revenue targets were met, certain unplanned expenses affected profit margins. A brief discussion followed on how cost optimization strategies could improve financial outcomes. Team members suggested prioritizing essential expenses and reviewing vendor contracts to control costs more effectively.

- **4. Future Targets and Strategic Planning**

- The discussion then shifted to setting targets for the next quarter. Mr. Rajesh Kumar presented the strategic initiatives, which included growth plans and exploring opportunities for market expansion. The Sales and Marketing teams were tasked with assessing new market regions, and the Product Development team was asked to

prioritize innovative projects. The team discussed a few key projects, and it was agreed that a follow-up strategy meeting would be held to finalize these plans.

- **5. Employee Engagement and Welfare**

- Updates on employee welfare initiatives were provided by the HR team. Upcoming training sessions and skill development workshops were highlighted, emphasizing the importance of continuous learning. Team members shared positive feedback on recent wellness programs and suggested adding regular mental health workshops. Management noted the feedback and committed to further enhancing employee welfare programs.

- **6. Closing Remarks and Action Points**

- Mr. Rajesh Kumar summarized the key decisions made during the meeting and outlined the primary action points. Each department head was reminded to prepare for their respective roles in achieving the upcoming quarter's targets. A brief Q&A session allowed team members to clarify any remaining doubts. The meeting concluded at 1:00 PM with Mr. Kumar expressing appreciation for everyone's contributions. It was agreed that the next review meeting would be scheduled for March 2025.

- **Action Taken Report for Quarterly Review Meeting**

Date: Tuesday, 12th December 2024

- **1. Introduction of New Team Members**

- Following the introduction of new team members at the meeting, the HR department provided an orientation session to familiarize them with the company's policies, culture, and ongoing projects. This initiative ensured that the new members are well-integrated and able to contribute effectively to their teams.

- **2. Performance Review Insights and Departmental Adjustments**

- In response to the performance review, each department analyzed its specific challenges and implemented strategies shared during the meeting. For instance, the Sales team is now adopting a revised outreach strategy, and the Operations team has streamlined internal processes to enhance efficiency. Regular weekly check-ins have also been established to monitor progress on performance goals.

- **3. Financial Adjustments and Cost Optimization Measures**

- As discussed, the Finance team initiated a cost-optimization plan. Vendor contracts are currently under review, with a focus on renegotiating terms to reduce costs. Additionally, all departments have been asked to submit monthly expense reports to better monitor spending. The management is closely tracking these financial adjustments to ensure adherence to the budget.

- **4. Strategic Planning and Target Setting**

- Following the strategic planning discussion, the Sales and Marketing teams have begun researching potential markets for expansion, with preliminary findings due by the end of December. The Product Development team has prioritized high-potential projects and created a timeline for their completion. A follow-up meeting has been scheduled for mid-January to evaluate progress and adjust strategies as needed.

- **5. Employee Engagement and Welfare Initiatives**

- To address the employee welfare feedback, HR arranged for additional wellness sessions, including a monthly mental health workshop, set to start in January. Additionally, training programs in skill development are being tailored based on employee needs identified in recent feedback surveys. Employee engagement efforts are being actively monitored to further boost team morale and productivity.

- **6. Communication of Action Points and Next Steps**

- After summarizing the action items, Mr. Rajesh Kumar sent a detailed email to all team members, reinforcing the key points discussed during the meeting. This communication included individual responsibilities and deadlines, ensuring all team members were clear on their roles for the next quarter. The date for the next review meeting was set for March 2025, allowing each department sufficient time to meet their targets.

Here are two exercise questions each on Agenda, Minutes of Meeting, and Action Taken Report. (05 Marks each)

Agenda

1. **Question 1:**

Imagine you are organizing a budget planning meeting for your department at an Indian corporation. Create a detailed agenda for this meeting, including sections for financial analysis, cost-saving discussions, and finalizing the budget. Ensure your agenda includes times, a chairperson, and any other relevant details.

2. **Question 2:**

You are tasked with organizing a quarterly performance review meeting for a manufacturing company based in Pune. Draft an agenda that covers key topics such as production efficiency, safety measures, employee welfare, and future targets. Your agenda should be structured with time allocations and include relevant speakers.

Minutes of Meeting

1. **Question 1:**

Write the minutes for a monthly team meeting held to discuss project delays in a technology company based in Bengaluru. Include discussions on reasons for the delay, solutions suggested, deadlines, and action points assigned to each team member.

2. **Question 2:**

Prepare the minutes for an annual meeting conducted at a textile company's headquarters in Surat. The agenda included topics such as yearly performance, client feedback, staff training, and new product lines. Summarize the decisions made, key issues raised, and actions assigned to various departments.

Action Taken Report

1. **Question 1:**

Following a customer feedback review meeting at an FMCG company in Mumbai, prepare an Action Taken Report. The meeting discussed product complaints, suggestions for improvement, and new customer service protocols. Write the report, detailing actions taken to address each point discussed in the meeting.

2. **Question 2:**

Prepare an Action Taken Report for a training review meeting held by an IT company in Hyderabad. The meeting discussed employee upskilling needs, workshop schedules, and technical resources required. Your report should describe the training sessions implemented, resource allocations, and feedback collection strategies.