

# COMP7950 IT PROJECT SKILLS

Business Communication

# Effective Business Communication

- Business Report
- Business Proposal/Plan
- Cloud Tools for Business Communication
- Personal Branding

# Types of Business Writing

1. Instructional Business Writing
2. Informational Business Writing
3. Persuasive Business Writing
4. Transactional Business Writing

Extended Reading:

<https://www.instructionalsolutions.com/blog/types-business-writing>

<https://styleguide.mailchimp.com/writing-principles/>



# 1. Instructional Business Writing

- Provides the reader with the information needed to complete a task
- Break down a process into steps that are understandable to the reader
- Account for reader's knowledge of the area, the scope of the task
- Examples:
  - **User Manual**: a guide focused on allowing the customer to use a product. Effective user manuals are crucial to a good user experience and a happy customer.
  - **Specifications**: a technical document which provides an outline of a product or process that allows it be constructed or reconstructed by an unfamiliar but knowledgeable user, enabling effective distribution.
  - **Memo**: a short notification of new information shared within a large group in an organization. The memo may include a direct instruction or be a reference on how to complete future tasks.

How to Write User Documentation and Help Manuals : <https://medium.com/level-up-web/how-to-write-user-documentation-and-help-manuals-a0f16ead9945>

6 Steps To Write Product Specifications : <https://medium.com/the-product-manager/6-steps-to-write-product-specifications-fcab095ce72>

Microsoft Memo templates: <https://templates.office.com/en-us/memos>

## 2. Informational Business Writing

- Recording business information accurately and consistently is important for marking progress, predicting future work, as well as complying with legal and contractual obligations.
- Examples:
  - **Report:** Organizations rely on reports to act, to communicate business and technical information, to capture work completed, to record incidents, to finalize projects and recommendations, and to act as an archive. A well written report allows the reader to easily grasp the content and, if applicable, make informed decisions.
  - **Financials:** documents that outline the financial state of a company. These statements provide a fiscal snapshot of a company over a defined period.
  - **Minutes:** a summary of the proceedings of a meeting. A record of discussions, decisions, and assignments for attendees and others.

Example of Report - McKinsey Analytics-comes-of-age data-lake

Beginners' Guide to Financial Statement

The 6 Most Useful Financial Documents for Small Businesses

Harvard Business School - BALANCE SHEETS 101

A guide to prepare Financial Statements by University of Adelaide

Microsoft Meeting Minutes Template

### 3. Persuasive Business Writing

- The persuasive writing may be direct, with focus on a specific item, or indirect, with focus on developing the client relationship.
- Two-fold Goal: to convey information and to convince the reader that the presented information offers the best value. The text is written to impress the reader and sway their decision.
- Examples:
  - **Proposals**: outline an offer of a product or service to a specific potential client/investor. The proposal generally presents project overview, benefits, timeline, costs, and competency.
  - **Sales Email**: an email written to a group of people to pitch a product or service.
  - **Press Release**: for journalists and media presenting new information, aiming to persuade the reader to share the content through their own channels

Business Plan/Proposal: [https://www.success.tid.gov.hk/english/bus\\_sta\\_up\\_inf\\_ser/bus\\_plan/bus\\_plan.html](https://www.success.tid.gov.hk/english/bus_sta_up_inf_ser/bus_plan/bus_plan.html)

How to Write a Press Release: <https://blog.hubspot.com/marketing/press-release-template-ht>

HKBU Press Release: [https://cpro.hkbu.edu.hk/en/press\\_release/](https://cpro.hkbu.edu.hk/en/press_release/)

## 4. Transactional Business Writing

- Everyday communication, including email, official letters, forms, invoices, etc.
- These documents are used to progress general operations. They are also used to convey good and bad news.
- Examples:
  - **Emails**: quickly communicate information between staff or clients in business activities. Read our guide on how to write a business email [here](#).
  - **Dismissal notice**: this letter provides the official context and procedural details associated with employment termination.

# Business Plan - Purpose

- To visualize your thinking process about your own business and helps you to focus on where you want to go
- To evaluate your business performance
- To assess how viable your business is, and what options and alternatives you may have for future business growth
- To serve a critical role to obtain funding for development and growth of the business.
- To facilitate your communication with external parties including banks, financial institutions and potential investors by means of a systematic presentation of your business.



# General Principles of Writing a Business Plan

1. Make your business plan user-friendly, easy to read and understand.
2. Use charts and figures along with descriptions and interpretations.
3. Decide who is the reader: bank or investor, and tailor your business plan for specific purpose. For instance, you should focus on cash flow adequacy for banks and potential return with payback period for investors.
4. Follow a complete structure to present your business in an organised way.
5. Include a general market overview / market analysis to show your understanding of the industry and your business position.
6. Emphasize your business uniqueness, strengths and competitive advantages.
7. Develop realistic but aggressive projections, explain use of fund and expected payback period.
8. Complete all the sections of a business plan first, then put all the highlights in the Executive Summary concisely.
9. Review and edit before presenting it.

# Tips to write a Business Plan

1. Tailor your business plan to suit different readers.
2. Focus on what the reader is looking for in a business plan, e.g., payback period, return on investment, etc.
3. Emphazise your real strengths.
4. Write in plain words, get to the point and make it clear and comprehensive.
5. Use figures, percentage and quantifiable information.

# Structure of a Business Plan

## EXECUTIVE SUMMARY

### 1. THE BUSINESS

### 2. INDUSTRY ANALYSIS

#### 2.1 Industry overview

#### 2.2 Position in the industry

### 3. MARKET ANALYSIS

#### 3.1 Target market

#### 3.2 Market segmentation and positioning

#### 3.3 Competitor analysis

### 4. MARKETING STRATEGY

#### 4.1 Products / Services

#### 4.2 Pricing

#### 4.3 Promotion

#### 4.4 Place

### 5. PRODUCTS AND SERVICES

### 6. ORGANISATIONAL STRUCTURE

### 7. OPERATIONAL PLAN

### 8. FINANCIALS

## Appendix

# Cloud Tools for Business Communication

- Office automation



Google Docs



<https://www.overleaf.com/>

- Teamwork



<http://doodle.com/>



<https://www.mural.co/>



BU Portal -> Studies ->  
eLearning Resources ->  
Qualtrics



<https://freedcamp.com/>

# Cloud Tools for Business Communication

- Presentation, Animation, Website, Publicity



<https://prezi.com/>  
Education Plans -> Free



<https://www.powtoon.com/>



<https://www.mentimeter.com/>



<http://www.wix.com/>

# Cloud Tools for Business Communication

- Besides Microsoft Word? Tools for Professional Editing:
  - TeX
  - Web-based TeX



Overleaf:  
<https://www.overleaf.com/>

The screenshot displays the Overleaf web editor interface. On the left, the source code of a LaTeX document is visible, with line numbers 145 through 164. The code includes comments and LaTeX commands for sections like 'Introduction', 'Main Part', and 'Format'. The right pane shows the rendered PDF output. The PDF has a title 'Guidelines for Writing a Seminar Report' and a subtitle 'Firstname Lastname'. It contains an abstract, an introduction, a main part with a graph, and a conclusion. The graph shows average throughput  $k/n$  vs  $E_b/N_0$  for various modulation schemes. The interface includes a top navigation bar with options like PROJECT, VERSIONS, SHARE, PDF, and JOURNALS & SERVICES. The bottom of the PDF shows a table of simulation parameters and a list of references.

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Personal Branding

# Smart use of LinkedIn to Boost your Career

## LinkedIn Strategies That Will Improve Your Career

1. Build an Outstanding Profile
2. Produce Regular Valuable Content
3. Proactively Interact and Grow Your Network
4. Utilize Recommendations
5. Share Updates, News and Achievements
6. Utilize LinkedIn Learning (access from HKBU library)



HKBU Library - New E-resources: LinkedIn Learning:

<https://library.hkbu.edu.hk/happenings/news/new-e-resources-linkedin-learning/>

Forbes - Five LinkedIn Strategies That Will Improve Your Career

<https://www.forbes.com/sites/quora/2018/01/08/five-linkedin-strategies-that-will-improve-your-career/#2cefa81c3f85>

Forbes - How To Use LinkedIn: 5 Smart Steps To Career Success

<https://www.forbes.com/sites/laurashin/2014/06/26/how-to-use-linkedin-5-smart-steps-to-career-success/#1699f7a56fe5>