

BINUS University

Academic Career: <i>Undergraduate / Master / Doctoral *)</i>		Class Program: <i>International / Regular / Smart Program / Global Class *)</i>	
<input checked="" type="checkbox"/> Mid Exam <input type="checkbox"/> Final Exam <input type="checkbox"/> Short Term Exam <input type="checkbox"/> Others Exam : _____		Term : Odd / Even / Short *)	
<input checked="" type="checkbox"/> Kemanggisan <input checked="" type="checkbox"/> Alam Sutera <input checked="" type="checkbox"/> Bekasi <input type="checkbox"/> Senayan <input type="checkbox"/> Bandung <input type="checkbox"/> Malang		Academic Year : 2020 / 2021	
Faculty / Dept. : Faculty of Humanities / Language Center		Deadline	Day / Date : Wednesday, 28 April 2021 Time : 13.00
Code - Course : ENGL6131 – English for Written Business Communication		Class : All	
Lecturer : Team		Exam Type : Online	
*) Strikethrough the unnecessary items			
<i>The penalty for CHEATING is DROP OUT!!!</i>			

Learning Outcomes

- *LO 1: Apply business communication knowledge (business document structures, polite expression, persuasive language) well.*
- *LO 4: Create business documents (emails, CV, Job application letter, business plan, proposal, report, sales letter).*

Verified by,

D4805 Chandra Kurniawan Wiharja and sent to Language Center on 03/29/2021

PROJECT SUBMISSION

More and more internships and employment are becoming remote as COVID-19 cancels plans and shuts doors throughout the country. At the same time, many companies still need to recruit new potential workers. Hence, business written communication skill should be combined with technology adaptability to solve this problem.

In this mid term test project, you are required to make an analysis about emails, compose an email, prepare a Resume and a job application letter. Look carefully at the direction of each parts.

Part A. Email (40 points)

A1. Writing a reply email (20 points)

From: laura.bella@vincenzojkt.co.id

To: customer@mail.com

Date: 19th March 2021

Subject: Special Dinner Offer! Celebrate your happy moments with us.

Dear Customer,

Vincenzo BBQ Resto wishes you sincere congratulations on the 10th anniversary of your company. Your remarkable growth within a decade is a time for true celebration. We are proud to serve you as our prestigious client.

To celebrate your success, as well as your business entertaining needs (annual banquet, monthly meetings, etc.) We would like to invite you to our restaurant. We are a family-owned business that has offered South Jakarta residents with the finest Korean atmosphere and food for 5 years. Our black pepper beef, seafood pancake, and Gochujang Samgyeopsal - our finest

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spicy grilled pork belly - are the talk of food vloggers. You and your guests can savor our original Korean art and enjoy our steel drum music.

Vincenzo BBQ Resto can offer you a variety of dining options. With six separate rooms, we are able to provide our best service for a party of 5 yet large enough to accommodate a group of 250. We can do early lunches or late dinners, depending on your schedule. And we even cater, if that's your style. Our chefs - Mr. Jang Bong Hwan & Mr. Kang Sun Woo - will prepare a special traditional Korean menu just for you. As a special benefit, our prices are also generously competitive for South Jakarta area.

We look forward to talking to you soon. Thank you.

Regards,

Laura Bella

Marketing Manager

1. After you read the email above, now it's your turn to write a reply email. Imagine that you are CEO of a private company. You have booked a different restaurant to celebrate your 10th anniversary of your company. Deliver the negative message with at least 150 words or 3 paragraphs in your email.

A2. Analysing a series of emails (20 points)

Read two emails below and then answer the questions.

A.2.1

From: adam.recket@balambdesign.co.id

To: azka.leonardo@confezionare.com

Date: 27th March 2021

Subject: Quick favor

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Dear Mr. Leonardo,

We would like to thank you for choosing Balamb Design and we hope you enjoyed our interior design services for your branch offices in Bandung. We're always working to make Balamb Design exactly what you need for your business.

As you know, your feedback is essential for us to help us better understand your expectations. I was wondering if you'd be willing to share your thoughts on our recent project so we can add it to our website. If you would like to submit a video testimonial, you can see the examples of previous features on the "Video Testimonial" section in our website: <https://balambdesign.co.id/testimonial/video>

Again, it's been a pleasure working with you and your team.

Regards,

Adam Recket

Customer Service Manager

A.2.2

From: azka.leonardo@confezionare.com

To: adam.recket@balambdesign.co.id

Date: 29th March 2021

Subject: Re:Quick favor

Dear Mr. Adam,

On behalf of Confezionare Pvt. Ltd. I would like to thank you for providing the brilliant Interior designing services and making our office and showroom look like a dream. I have been receiving lots of appreciation from our clients and customers, everyone loves the way the office is looking right now. I am aware that you only had 20 days to complete the work. Initially, I thought it's impossible to complete everything within the 20 days, but you and your

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team made it. I would like to congratulate and thank you for doing the impossible.

After having many years of experience with interior decorators, I can easily say that Balamb Design has provided me with the most satisfying experience. I found that most of your interior team to be professional, efficient and trustworthy. Jessica is a very talented designer who was very willing to work directly with me until she understood my style. She then showed me a lot of potential wallpaper designs for both our office and showroom. Desi is a meticulous furniture designer. Her wealth of experience was evident as she researched furniture, fabrics, colors, rugs, and accessories to perfection.

Unfortunately Brian, one of your team members, is hot-headed and stubborn. I have argued with him several times over the space behind the showroom. I wanted the showroom to be fully stocked with all of our newest kitchen products, but according to Brian, the space at the back is not aesthetically pleasing. Honestly, I appreciate Brian's professionalism, however when he's angry he didn't hesitate to say harsh words even to his own colleagues. I hope he can improve his attitude towards other customers.

I sincerely appreciate the work you have done keeping the time limitations into consideration. Hoping to work with you in the future as well.

Sincerely,
Leonardo Azka
Store Manager

2. Analyse and rewrite the situation in A.2.1 and A.2.2 emails into a short paragraph with at least 150 words. Here are some directive questions: What happened in both emails? Was there any good message or bad message? What do you think will happen next?

Part B. Resume and Cover letter (60 points)

- **CASE : Congratulations!** You have just graduated from your college. Now, you are going to apply for a job vacancy in one of your dream company.
- Take a look at the following job vacancies advertisement and choose one of them.

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- Your task is writing a resume and a cover letter for that job position.
- The resume should be maximum 2 pages only. It will contribute 20 out of 60 points.
- The cover letter should have the following sections:
 - Using the correct business letter format with date, employer address, job seeker signature and address.
 - Opening paragraph identifies positions, organizations, and purpose for writing.
 - Middle paragraph presents relevant qualifications, experience and skills related to the job
 - Closing paragraph presents wrap up action properly.
 - The cover letter will contribute 40 out of 60 points.

Job Vacancy 1



WE ARE HIRING

ANDROID DEVELOPER

We are looking for someone with positive attitude, a strong willed person who always wants to explore and to improve. You will not only going to build beautiful application but also engineer smooth user experience. You will experiment with new technology and ideas. If you want the opportunity to build great website and be part of one of leading e-Commerce companies in Indonesia, you might be the one we are looking for.

REQUIREMENTS

- Candidate must possess at least Diploma or Bachelor's Degree in Computer Science/Information Technology or equivalent
- Minimum 2 years experiences developing Android application
- Has experience in building application related to other social network or e-commerce function .
- Has experience in building both Android mobile and tablet applications.
- Has experience in building multi-tier (client-server) application
- Strong UI/UX understanding



SEND YOUR COMPLETE CV TO :
RECRUITMENT@VIPPLAZA.CO.ID

VIP PLAZA
www.vipplaza.co.id

Job Vacancy 2

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CAPTIVATE™

OPEN RECRUITMENT

Are you looking for a career in Branding Design?

Requirements

- Bachelor Degree in Graphic Design / similar field
- Working experience 1-2 years
- Able to operate Adobe Illustrator, In Design and Photoshop
- Have a good portfolio in logo design, packaging, company profile and website
- Strong visual sense and good design taste
- Able to work independently with high productivity
- Have a strong commitment and dedication in finishing job
- Willing to learn and work hard

Send over your CV to hello@captivatebrand.com and include:

Best Portfolio & Salary expectation

www.captivatebrand.com

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Job Vacancy 3

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NOW HIRING

Join our team!

Cake Decorator/Pastry Chef in the DC Area!!!

Immediate need:

One of the DC area's premier bakeries is looking for an experienced cake decorator/pastry chef to assume full-time duties. This is a long term position for an individual looking to be part of a business that has been well known in the area for over 25 years.

Qualified applicant must possess the following skills:

- Minimum 3 years experience working as a cake decorator.-Experience with fondant, and/or gum paste.
- Have a strong sense of responsibility to take on tasks and finish them in a timely manner.
- Have an artistic ability to work with various materials to create and sculpt.-Have strong leadership skills to allocate responsibilities among other employees.
- Willing to grow with the company and dedicate time as needed.

Job Type: Full-time

Required experience: Cake Decorating: 3 years
pastry chef: 1 year

Please send resume to Hot.jobs4u@gmail.com

PosterMyWall.com

Job Vacancy 4

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REFUGEES

LIVING IN BOGOR

APPLY NOW



PHOTOGRAPHER & GRAPHIC DESIGNER

VACANCY CODE: ref-sv0820207

- ✓ Minimum 1 year of experience in graphic design & photography.
- ✓ Must have access to PC and Internet.
- ✓ Submit 3 portfolio of your work.

CONTENT WRITER & SOCIAL MEDIA ADMIN

VACANCY CODE: ref-sv0820208

- ✓ Must be proficient in English & Content writing plus basic understanding of Bahasa Indonesia.
- ✓ Must have access to PC and Internet.

Job Vacancy 5



PRESIDENT UNIVERSITY

URGENTLY NEEDED

The ideal candidate must have a strong leadership quality

Creative **Hard-working** **Motivated**

EVENT MANAGER

For application, please send your CV to the e-mail address below:

partnerships@president.ac.id

Please include the position you are applying for on the email subject.

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