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JAIPUR ENGINEERING COLLEGE
AND RESEARCH CENTRE

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Year & Sem – 2nd Year, 3rd Sem

Subject – Technical Communication

Unit – 03 Business letters , Email & MOM

Presented by – Sonia Khubchandani (English & Humanities)

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VISION AND MISSION OF INSTITUTE

To become a renowned centre of outcome based learning, and work towards academic, professional, cultural and social enrichment of the lives of individuals and communities.

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VISION AND MISSION OF DEPARTMENT

- Focus on evaluation of learning outcomes and motivate students to inculcate research aptitude by project based learning.
- Identify, based on informed perception of Indian, regional and global needs, the areas of focus and provide platform to gain knowledge and solutions.
- Offer opportunities for interaction between academia and industry.
- Develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders may emerge.

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Course Objective

CO1: able to express themselves better in technical writing by understanding the concept, style and methodology used in Technical communication.

CO2: able to pursue higher studies by working on all aspects of English Language and also develop a better understanding of process and design of technical texts.

CO3: able to get an in depth knowledge of technical communication used in professional life by getting to know all the forms and aspects of Technical Communication.

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UNIT -3 (II)

Contents

Technical Writing

Official Notes, Business Letters, E-mail, Minutes of Meetings

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Technical writing process

- What is Technical writing ?
- It is art of presenting technical information to the audience in such away that they can understand and use the information. Today technical writing encompasses all documentation of complex technical processes. It includes reports, executive summary statements, briefs. Any time technical information is conveyed in writing at work, it is, by definition, technical writing.
- This can include high-tech manufacturing, engineering, biotech, energy, aerospace, finance, IT, and global supply chain.
- The format is no longer bound to lengthy user manuals. Technical information must be distilled and presented unambiguously. This can come in the form of technical reports, emails, policy, briefs, and press releases.

In easy words it follows through formal channels , formal communication can be in different forms like vertical communication, horizontal, upward and others.



Forms of communication

Business letter

- There are various forms of technical communication the very first we will discuss is Business letter
- A business letter is a document which is written by authorised person of an organisation , it is a document which is not only within the premises of the organisation but also outside the organisation , this can be sent in other organisations, credit departments, suppliers ,customers and employees etc .

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Importance of the Business letter

- Helps in maintaining business relationship.
- Important media for complex information.
- Valuable source of information for future.
- It helps to serve a large number of people.
- It is economic as compared to other means of communication.

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Functions of business letter.

- To create and sustain new business relations , different organisations will have different purpose of writing it .
- To send greetings .
- To inform about new product or offers and services.
- To request dues and collect dues . (Airtel , Vodafone bill warning, insurance policies).
- Reminders for different products , services available dates .
- To apply for a job and internship. (Job application)

Layout of a business letter

- Heading
- Date
- Subject
- Inside address
- Salutation
- Message
- Complimentary message
- Signature

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Things to be noted in business letter

- Always use greetings before starting .
- Approach should be direct and concise.
- Provide all details required in concise and correct form.
- Proof read your letter as its the replica of the company .(avoid mistakes vocabulary , grammar)
- Avoid Jargons .

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Sample Business Letter About Shipment

Company, Inc.
123 Alphabet Drive

Los Angeles, California 90002

13 July 2020

Mr. John Doe

Customer Service Representative

Widgets Galore, Inc.

987 Widget Street

Miami, Florida 33111

Dear Mr. Doe:

Greetings”

I am writing you concerning a recent purchase of widgets. Approximately two weeks ago, on June , I5 ordered a total of 50 widgets for Company, Inc. via the Widgets Galore client webpage. I received an email notification two days later confirming the receipt of payment and the shipment of the widgets. According to your website, shipments should reach their destination within 3-5 business days of being sent, but I have yet to receive the widgets. Do you have any information on what may have happened to delay the shipment or where the shipment is currently?

I have worked with Widgets Galore, Inc. in the past and have the greatest confidence in your products and customer service. We need the shipment of widgets soon, however, and I hoped you might be able to provide me with an idea of when I can expect them.

Thank you in advance for any help you might be able to offer.

Sincerely,

Saksham

Vice President of Company, Inc.

555-555-5555

s.brown@companyinc.com

Downloaded from <http://www.wikihow.com>

Email writing

- Email is the most common form of business communication so it is important to make them clear, concise and actionable.
- Important contents :-
- **Subject Line** Subject line is the first thing a recipient reads. Subject should be short and to the point and it should highlight the main message of the email. The ideal subject gives the reader all they need to know or informs them they need to make a decision.
- Greeting :- ? Begin with a greeting Always open your email with a greeting. The greeting should be concise and formal. You may or may not choose to address a person specifically by name, depending on the context of the message. Some examples of greetings are:

- Good afternoon
- Hi Manish
- Dear Dr.Ranjan
- If you don't know the name of the person you are writing to, use: "To whom it may concern" or "Dear Sir/Madam". ☺ Thank the recipient If you are replying to a client's inquiry, you should begin with a line of thanks. For example, if someone has a question about your company, you can say, "Thank you for contacting ABC Company". If someone has replied to one of your emails, be sure to say, "Thank you for your prompt reply" or "Thanks for getting back to me". Thanking the reader puts him or her at ease, and it will make you appear more polite

State your purpose

- If you are starting the email communication, it is not possible to include a line of thanks then begin by stating your purpose.
- For example, “I am writing to enquire about ...” or “I am writing in reference to ...” Make your purpose clear early on in the email, and then move into the main text of your email. Remember, people want to read emails quickly, so keep your sentences short and clear. You’ll also need to pay careful attention to grammar, spelling and punctuation so that you present a professional image of yourself and your company.
- **Attachments** Include URLs or attachments if that will help the recipient proce

Never force the recipient to hunt for a URL or attachment in another email.

- **End with a closing**
- The last step is to include an appropriate closing with your name.
- Some potential closings:
 - I look forward to your response,
 - I hope to hear from you soon,
 - Thank you for your time,
 - Thank you for your attention to this matter,

- **Sign your name**



- It is appropriate to write your name and title in a work at the end of an email.
- Choose the most suitable phrase before typing your name.
- Yours sincerely, (when you know the name of the recipient, (Formal))
- Best regards, or Kind regards, (Formal, Most common) .

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- EXAMPLE :-
- As a former student, write an email to your professor, Mr. Sinha, thanking him for teaching and guidance that contributed to your overall development. Sign the email as Anant.
- Dear Mr. Sinha,
- I am very happy to tell you that I got successful in the recently conducted campus placement drive at my college. I am placed with TCS. I am extremely grateful for your help regarding my preparation. More over your advice regarding personality development helped me a lot. In addition to that, your style of teaching inculcates not only those skills related to professional success but also for developing values which I believe help for shaping my career. Once again I would like to thank for your sincere and professional help.
- With Regards
- Name ,designation
- Sign and date

Minutes of meeting

- **What are meeting minutes for?**
- Meeting minutes are the notes that capture what happened at a meeting! Different than a meeting agenda, it records the decisions made and actions requested by the group. Despite the team, they are not a minute-by-minute record but include the key details that the team will want to know. **It's important in meeting minutes to capture information such as:**
 - decisions made
 - next steps
 - action items and who is responsible
- Minutes are the record of who was there and what happened. They are an important source of information for people who were unable to attend or looking back to reflect on what happened. They're also an incredibly effective tool to notify or remind people of tasks assigned to them or timelines to keep everyone on track.

What should go into meeting minutes?

- Here are some of the details that you should include into the meeting minutes.
- Date and time of meeting
- Names of the participants
- Agenda items and topics discussed
- Action items

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Informal team meeting minutes template

- Date: Today's date
- Attendees
- List of attendees
- Agenda
- Item 1 including key discussions, decisions made, next steps
- Item 2
- Item 3
- Next steps
- List goes here in format: action item, responsible person, date
- Example: Brian to follow up to this group with a list of target companies by

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Bibliography

- <https://notejoy.com/resources/meeting-minutes-template>

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Thank You

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