

Bhagwan Mahavir University

Bhagwan Mahavir College of Management

MCA SEM 1

3050302106 - Business Communication and Ethics

Unit 2: Business Writing and Documentation

- Principles of Business Writing: Clarity, Conciseness, Tone, and Format
 - Writing Business Emails, Memos, Circulars, Notices
 - Minutes of Meeting and Agenda Writing
 - Resume and Cover Letter Writing
 - Preparing Reports: Types (Informational, Analytical, Recommendation-based)
 - Job Application and Follow-up Letters
 - Internal Communication Tools (e.g., Slack, MS Teams)
 - Use of Online Writing Assistants (e.g., Grammarly, Hemingway Editor)
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1. Principles of Business Writing

Good business writing is professional, clear, and purposeful. Four key principles are:

- **Clarity**
 - Use simple, direct language.
 - Avoid jargon, slang, or ambiguity.
 - Example: Instead of “*As per your esteemed request*”, write “*As you requested.*”
- **Conciseness**
 - Be brief and avoid unnecessary words.

- Use bullet points or short sentences where possible.
- Example: *“Submit by Friday”* is better than *“Kindly ensure that the submission is made by the end of Friday.”*
- **Tone**
 - Maintain professionalism and politeness.
 - Adapt tone based on context: formal for clients, semi-formal for colleagues, casual for internal chat.
- **Format**
 - Follow proper structure (e.g., subject line in emails, headings in reports).
 - Use correct layout for business letters, memos, or notices.

2. Writing Business Documents

- **Business Emails**
 - Structure: Subject → Greeting → Body → Closing → Signature.
 - Keep subject line short and specific.
 - Example: *Subject: Request for Leave – 3 Days*
- **Memos**
 - Short, formal messages within an organization.
 - Format: To → From → Date → Subject → Body.
- **Circulars**
 - Sent to a large group to announce policies, events, or changes.
 - Example: *Circular on New Office Timings.*
- **Notices**
 - Public announcements displayed on notice boards.
 - Must include **Date, Heading, Body, Signature/Authority.**

3. Minutes of Meeting (MoM) and Agenda Writing

- **Agenda:** List of topics/issues to be discussed in a meeting.
 - Format: Title → Date → Time → Venue → List of Items.
- **Minutes of Meeting (MoM):**
 - Official written record of decisions taken in a meeting.
 - Format: Date → Participants → Key Points Discussed → Decisions → Next Steps.

4. Resume and Cover Letter Writing

- **Resume:**
 - A summary of education, skills, and experience.
 - Types: Chronological, Functional, Combination.
 - Sections: Personal Info → Objective → Education → Skills → Experience → Achievements.
- **Cover Letter:**
 - A letter sent with a resume, explaining interest in the job.
 - Format: Greeting → Introduction → Skills & Experience → Why You Fit → Closing.

5. Preparing Reports

- **Types of Reports:**
 1. **Informational** → Provides facts only (e.g., sales report).
 2. **Analytical** → Explains facts with analysis (e.g., market research).
 3. **Recommendation-based** → Suggests action (e.g., proposal report).
- **Format:**

- Title Page → Executive Summary → Introduction → Findings → Conclusion → Recommendations → References.

6. Job Application and Follow-up Letters

- **Job Application Letter**
 - Formal request for a job, highlighting skills.
 - Should be customized for each job.
- **Follow-up Letter**
 - Sent after an interview or application to show interest.
 - Example: *“Thank you for the interview. I look forward to hearing from you.”*

7. Internal Communication Tools

Modern organizations use digital tools for quick collaboration:

- **Slack** – Team chats, channels, file sharing.
- **Microsoft Teams** – Video meetings, file storage, chats.
- **Google Workspace (Docs, Drive, Meet)** – Document sharing & teamwork.
- **Trello / Asana** – Project management and task tracking.

8. Use of Online Writing Assistants

- **Grammarly**
 - Corrects grammar, spelling, and suggests tone adjustments.
- **Hemingway Editor**
 - Improves readability by highlighting long or complex sentences.
- **QuillBot / AI-based tools**

- Help with paraphrasing and sentence improvement.

Takeaways (Linked to Unit 2 Topics):

- **Emails** are best for external, professional communication.
- **Memos** suit internal staff instructions.
- **Circulars** are for large groups (students/employees).
- **Notices** are for public display and quick updates.

Example 1: Job Application Letter

To

The HR Manager
XYZ Pvt. Ltd.
Mumbai – 400001

Subject: Application for the Position of Marketing Executive

Respected Sir/Madam,

I am writing to express my interest in the position of *Marketing Executive* at XYZ Pvt. Ltd., as advertised on your company website.

I hold a Bachelor's degree in Business Administration with a specialization in Marketing and have completed a six-month internship at ABC Enterprises, where I gained experience in market research, digital campaigns, and client communication. My strong interpersonal skills, creativity, and knowledge of social media strategies make me a suitable candidate for this role.

I have attached my resume for your kind consideration. I would be grateful for the opportunity to discuss how my skills align with the needs of your company.

Thank you for your time and consideration.

Sincerely,
Riya Sharma
Email: riyasharma@email.com
Phone: 98765XXXXX

Example 2: Resume

Riya Sharma

📍 Andheri, Mumbai – 400058
✉ riyasharma@email.com | 📞 98765XXXXX
🌐 LinkedIn: linkedin.com/in/riyasharma

Career Objective

To secure a position as a *Marketing Executive* where I can apply my creativity, communication skills, and knowledge of digital marketing strategies to contribute to the growth of the organization.

Education

- **BBA (Marketing Specialization)** – University of Mumbai – 2022 (CGPA: 8.5/10)
- **HSC (Commerce)** – Maharashtra Board – 2019 (80%)
- **SSC** – Maharashtra Board – 2017 (85%)

Skills

- Digital Marketing (SEO, SEM, Social Media Campaigns)
- Market Research & Analysis
- MS Office (Word, Excel, PowerPoint)
- Communication & Teamwork

Internship Experience

Marketing Intern – ABC Enterprises (Jan 2022 – Jun 2022)

- Conducted surveys and assisted in preparing market reports.
- Managed social media campaigns, increasing engagement by 20%.
- Supported client presentations and event promotions.

Projects & Achievements

- Developed a marketing plan for a startup during BBA final year.
- Awarded “Best Presentation” in Marketing Case Study Competition.

Personal Details

- Date of Birth: 15th July 2001
- Languages Known: English, Hindi, Marathi
- Hobbies: Blogging, Public Speaking

Example 3 : Resume – Fresher Student

Amit Verma

📍 Pune, Maharashtra – 411001

✉️ amitverma@email.com | 📞 98765XXXXX

🌐 LinkedIn: linkedin.com/in/amitverma

Career Objective

Motivated and detail-oriented fresher with strong communication and analytical skills, seeking an entry-level position in a reputed organization to apply academic knowledge and gain practical experience while contributing to organizational success.

Education

- **B.Com (Accounting & Finance)** – Savitribai Phule Pune University – 2025 (Pursuing, Current CGPA: 8.2/10)
 - **HSC (Commerce)** – Maharashtra State Board – 2022 (78%)
 - **SSC** – Maharashtra State Board – 2020 (85%)
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Skills

- MS Office (Word, Excel, PowerPoint)
 - Communication & Interpersonal Skills
 - Basic Accounting & Tally ERP9
 - Problem-solving & Teamwork
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Academic Projects

- **“Impact of Digital Payments in Retail Sector”** – Conducted a survey of 50 small businesses, analyzed data, and presented findings.
 - **“Stock Market Simulation Project”** – Gained basic knowledge of trading and portfolio management.
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Internship / Training (if any)

(Optional for freshers – if none, this section can be skipped)

Accounting Intern – Local CA Firm (Summer 2023)

- Assisted in maintaining ledger entries.
 - Learned basics of GST filing and invoice management.
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Achievements

- Secured 1st position in College Debate Competition (2023).
 - Volunteer at College Cultural Fest (Organizing Committee).
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Personal Details

- Date of Birth: 12th March 2004
- Languages Known: English, Hindi, Marathi
- Hobbies: Reading, Playing Cricket, Blogging

Example 4: Cover Letter**To**

The HR Manager
XYZ Pvt. Ltd.
Mumbai – 400001

Subject: Application for the Position of Marketing Executive

Respected Sir/Madam,

I am writing to apply for the role of *Marketing Executive* at XYZ Pvt. Ltd., as advertised on your official careers portal. With a Bachelor's degree in Business Administration and hands-on internship experience in digital marketing, I am confident in my ability to contribute effectively to your marketing team.

During my internship at ABC Enterprises, I assisted in running social media campaigns, conducted market research, and supported client meetings. These experiences honed my communication, analytical, and organizational skills. I am particularly drawn to XYZ Pvt. Ltd. because of its innovative marketing strategies and strong brand reputation.

I have enclosed my resume for your review. I would be delighted to discuss how my skills and passion for marketing align with the goals of your company.

Thank you for your time and consideration.

Sincerely,
Riya Sharma

Email: riyasharma@email.com

Phone: 98765XXXXX

Example 5: Business Email

To: hr@xyzpvtltd.com

Cc: recruitment@xyzpvtltd.com

Subject: Application for the Position of Marketing Executive

Respected Sir/Madam,

I am writing to apply for the position of *Marketing Executive* at **XYZ Pvt. Ltd.**, as advertised on your official careers portal.

I have recently completed my **BBA in Marketing** from the University of Mumbai with a strong academic record. During my internship at **ABC Enterprises**, I gained practical knowledge in digital marketing, client communication, and market research. I believe my skills and enthusiasm make me a strong candidate for this position.

I have attached my resume for your kind consideration. I would be grateful for the opportunity to discuss my application in more detail.

Thank you for your time and consideration.

Sincerely,

Riya Sharma

✉ riyasharma@email.com | ☎ 98765XXXXX

✓ Key Features of Business Email:

- Clear and specific **subject line**
- Professional **salutation** (Respected Sir/Madam)
- Brief and structured **body** (Introduction → Skills → Closing)
- Formal **closing** with full name & contact details

Example 6: Memo

(Internal communication within an organization)

To: All Faculty Members

From: Dean, BrightFuture College

Date: 10th August 2025

Subject: Duties for Annual Cultural Fest

All faculty members are hereby informed that the Annual Cultural Fest will be held on **20th September 2025**. Faculty are requested to guide students in the following committees:

- Dance & Music Events – Arts Department
- Drama & Theatre – English Department
- Logistics & Management – Commerce Department

Your cooperation is appreciated to ensure the success of the event.

Dean

BrightFuture College

Example 7 : Circular

(Addressed to a large group – staff/students/employees)

BrightFuture College

Circular No. 05/2025

Date: 12th August 2025

Subject: Annual Cultural Fest Participation

This is to inform all students that the **Annual Cultural Fest 2025** will be held on **20th September 2025** at the College Auditorium. Students who wish to participate in cultural activities (dance, singing, drama, debate, etc.) must register their names with the Cultural Committee by **10th September 2025**.

For any queries, contact the Student Activity Office.

(Signed)

Cultural Committee In-charge

Example 8 : NOTICE

BrightFuture College

Date: 12th August 2025

Annual Cultural Fest 2025

All students are hereby informed that the **Annual Cultural Fest** will be held on **20th September 2025 at 10:00 AM in the College Auditorium**. Registrations are open till **10th September 2025**. Interested students may contact the Cultural Committee.

(Signed)

Cultural Secretary

Example 9: Agenda of Meeting

Agenda for Meeting

Date: 15th August 2025

Time: 11:00 AM – 12:00 PM

Venue: Conference Hall

Meeting Called By: Principal, BrightFuture College

Meeting Facilitator: Dean – Prof. Rajiv Sharma

Note Taker: Riya Sharma (Cultural Committee Secretary)

Agenda Items

1. Finalizing the **date and venue** of the Annual Cultural Fest 2025
2. Approval of **budget allocation** for the event
3. Assigning **responsibilities to departments and committees**
4. Fixing the deadline for **student registrations**
5. Discussion on inviting **chief guests and sponsors**

Expected Outcome:

- A clear event plan with approved date, budget, responsibilities, and deadlines.

Next Meeting (Proposed): 5th September 2025, 11:00 AM

✓ Now you have:

- **Agenda** (before meeting)
- **MoM** (after meeting)

Example 10: Minutes of Meeting (MoM)

Minutes of Meeting

Date: 15th August 2025

Time: 11:00 AM – 12:00 PM

Venue: Conference Hall

Meeting Agenda: Planning for Annual Cultural Fest 2025

Attendees:

- Principal – Dr. Meera Desai
- Dean – Prof. Rajiv Sharma
- Cultural Committee In-charge – Ms. Neha Kapoor
- Faculty Representatives – Arts, Commerce, Science Departments
- Student Council Members

Discussion Points & Decisions

1. Event Date & Venue

- *Discussion:* Proposed dates were 18th and 20th September.
- *Decision:* Finalized **20th September 2025** at the **College Auditorium**.

2. Budget Allocation

- *Discussion:* Requirement of ₹1,50,000 for stage setup, sound, costumes, and refreshments.
- *Decision:* Budget approved. Commerce Department to handle accounts.

3. Event Responsibilities

- *Discussion:* Committees to be divided among departments.
- *Decision:*
 - Arts Dept → Dance & Music
 - English Dept → Drama & Theatre
 - Commerce Dept → Logistics & Sponsorships

4. Student Registrations

- *Discussion:* Deadline needed for participation entries.

- *Decision:* Registrations to close on **10th September 2025**.

5. Guest Invitations

- *Discussion:* Names of chief guests suggested.
- *Decision:* Principal will send formal invitations by **1st September 2025**.

Next Meeting: 5th September 2025, 11:00 AM – to review progress.

Prepared by:

Riya Sharma

(Secretary, Cultural Committee)

Approved by:

Prof. Rajiv Sharma

(Dean)