Writing Portfolio Submission

Hoyong Jung – 301416609

July 10, 2025

**Course:** Business Communication – BUS 360W (D300)

**Lecturer:** Eric Tung

**Teaching Assistant:** Olivia Niquidet

Beedie School of Business

**SIMON FRASER UNIVERSITY**

Portfolio Exercise #1: Cafeteria Closure

Hoyong Jung – 301416609

May. 15, 2025

**Course:** Business Communication – BUS 360W (D300)

**Lecturer:** Eric Tung

**TA:** Olivia Niquidet

Beedie School of Business

**SIMON FRASER UNIVERSITY**

Subject: Temporary Closure of Gourmet Cafeteria – May 20–22

The gourmet cafeteria will be temporarily closed **from Tuesday, May 20, to Thursday, May 22**, while we complete essential upgrades to our kitchen systems.

To ensure you can enjoy quality lunches during the closure, we have partnered with five nearby restaurants to provide complimentary meals to Gauntlet employees. Present your Gauntlet ID badge at any of the following participating locations:

* Pacific Bites Café – 425 Pacific St, Vancouver, BC V6Z 2P5
* Urban Fork Bistro – 438 Pacific St, Vancouver, BC V6Z 3G9
* Harbour Greens Eatery – 550 Pacific St, Vancouver, BC V6Z 3E6
* The Richards Table – 1328 Richards St, Vancouver, BC V6B 3G6
* Eastwood Deli & Grill – 1390 Richards St, Vancouver, BC V6Z 2P7

Cafeteria service will resume **on Friday, May 23**, with a refreshed menu and a few surprise additions from our culinary team.

Thank you for your understanding and continued commitment to making Gauntlet a great workplace.

Hoyong

Hoyong Jung  
Operations Manager  
Gauntlet Financial  
1438 Richards St, Vancouver, BC V6Z 3B8  
Phone: +1 (000) 000-0000  
Email: [hoyongj@gauntlet.ca](mailto:hoyongj@gauntlet.ca)

Portfolio Exercise #1: Cafeteria Closure

Hoyong Jung – 301416609

May. 15, 2025

**Course:** Business Communication – BUS 360W (D300)

**Lecturer:** Eric Tung

**TA:** Olivia Niquidet

Beedie School of Business

**SIMON FRASER UNIVERSITY**

Subject: Temporary Closure of Gourmet Cafeteria – May 20–22

The gourmet cafeteria will be temporarily closed **from Tuesday, May 20, to Thursday, May 22**, while we complete essential upgrades to our kitchen systems.

To ensure you can enjoy quality lunches during the closure, we have partnered with five nearby restaurants to provide complimentary meals to Gauntlet employees. Present your Gauntlet ID badge at any of the following participating locations:

* Pacific Bites Café – 425 Pacific St, Vancouver, BC V6Z 2P5
* Urban Fork Bistro – 438 Pacific St, Vancouver, BC V6Z 3G9
* Harbour Greens Eatery – 550 Pacific St, Vancouver, BC V6Z 3E6
* The Richards Table – 1328 Richards St, Vancouver, BC V6B 3G6
* Eastwood Deli & Grill – 1390 Richards St, Vancouver, BC V6Z 2P7

Cafeteria service will resume **on Friday, May 23**, with a refreshed menu and a few surprise additions from our culinary team.

Thank you for your understanding and continued commitment to making Gauntlet a great workplace.

Hoyong

Hoyong Jung  
Operations Manager  
Gauntlet Financial  
1438 Richards St, Vancouver, BC V6Z 3B8  
Phone: +1 (000) 000-0000  
Email: hoyongj@gauntlet.ca

Portfolio Exercise #1: Cafeteria Closure

Hoyong Jung – 301416609

July 10, 2025

**Course:** Business Communication – BUS 360W (D300)

**Lecturer:** Eric Tung

**Teaching Assistant:** Olivia Niquidet

Beedie School of Business

**SIMON FRASER UNIVERSITY**

Subject: Temporary Closure of Gourmet Cafeteria (May 20–22)

The gourmet cafeteria will be closed from Tuesday, May 20, to Thursday, May 22, while we complete essential upgrades to our kitchen system. These improvements will enable us to serve you faster, broaden our daily selections, and introduce a refreshed menu—with a few surprise dishes—when we reopen on Friday, May 23.

To ensure you continue to enjoy quality lunches during the closure, we have partnered with the nearby restaurants listed below to offer complimentary meals to Gauntlet employees. Show your Gauntlet ID badge at any location:

• Pacific Bites Café – 425 Pacific St, Vancouver, BC V6Z 2P5

• Urban Fork Bistro – 438 Pacific St, Vancouver, BC V6Z 3G9

• Harbour Greens Eatery – 550 Pacific St, Vancouver, BC V6Z 3E6

• The Richards Table – 1328 Richards St, Vancouver, BC V6B 3G6

• Eastwood Deli & Grill – 1390 Richards St, Vancouver, BC V6Z 2P7

Thank you for your understanding and for helping make Gauntlet a great workplace. If you have any questions or concerns, please reach out using the contact details below.

Hoyong

Hoyong Jung  
Operations Manager  
Gauntlet Financial  
Phone: (672) 222-2222  
Email: [hoyongj@gauntlet.ca](mailto:hoyongj@gauntlet.ca)

Portfolio Exercise #2: Student Profile

Hoyong Jung – 301416609

May 17, 2025

**Course:** Business Communication – BUS 360W (D300)

**Lecturer:** Eric Tung

**TA:** Olivia Niquidet

Beedie School of Business

**SIMON FRASER UNIVERSITY**

**BUS 360W**

**Portfolio Exercise #2: Comprehensive Student Profile**

We will be using the information you provide here to learn a little bit about each of you as we move forward in our course. This profile will also help us to make more informed decisions as we assign the groups for the report project. Project groups will be announced in Class #3 and you will be working in your groups that day. Portfolio Exercise #2 is due in Class #2.

**Instructions:**

1. Complete this form.
2. Save an electronic copy for your records.
3. Submit your electronic copy prior to Class #2 along with a cover page (conforming to the standards set out in the course package distributed in Class #1).
4. Please ensure that your finished copy has sufficient space (for improved readability) between each of your answers. Use a size 12 typeface and Times New Roman font for your answers and make sure your answers are in regular print (**not** in bold print). Keep the questions in bold print, as the contrast will improve readability.

**Basic Information**

1. **What is your full name? What is your preferred first name?**
   1. Hoyong Jung, Yong
2. **What area of business are you most interested in?**
   1. Data Science & Tech
3. **What is your email address?** 
   1. School: [hoyongj@sfu.ca](mailto:hoyongj@sfu.ca),
   2. Personal: [hoyong1121@icloud.com](mailto:hoyong1121@icloud.com)
4. **How many languages do you speak? Which languages?**
   1. 2,
   2. Korean & English
5. **Are you in the co-op program? If yes, how many work terms have you completed?**
   1. Yes,
   2. 0
6. **Do you currently work? If yes, specify where, in what capacity, and whether you are working full-time or part-time.**
   1. No
7. **Are you involved in any student clubs? If yes, which one(s)? In what capacity are you involved? Do you play a musical instrument? If yes, what instrument(s)?**
   1. No
8. **Do you play any organized sports? If yes, which sports?**
   1. No

**Learning Goals and Learning Style**

1. **What do you hope to accomplish by taking BUS 360W?**
   1. I want to enhance my communication skills and convey ideas. As a Data Science major, I want to develop communication skills that are relevant to business and applicable across different industries.
   2. Additionally, as an international student, I find that certain concepts taken for granted by others in Canada are not always intuitive. I would like to understand these standard norms better and improve my overall communication competence in a Canadian academic and professional context.
2. **What grade do you hope to get in the course?**
   1. B
3. **Have you taken BUS 360W before? If yes, how many times have you taken the course and when did you last take the course? What have you done since taking the course to improve your chances of achieving the grade you want this time?**
   1. No
4. **What are your strengths as a writer?**
   1. Mechanics: I like programming and am comfortable following specific rules.
5. **What are your weaknesses as a writer?**
   1. Professional image: I struggle to understand professional image in the business field.
6. **What are you planning to doto address your weaknesses as a writer?**
   1. By reading other business writing, I try to mimic their perspectives.

**Experience Working in Teams**

1. **If you have been on a team that has worked very successfully together, list some of the reasons why you think the group worked so well as a team.**
   1. I don’t really have successful group work yet. Most of works were around average.
2. **If you have been on a team that has had significant problems and not worked well together, list some of the reasons why you think the group did not work well as a team.**
   1. In BUS 272, on the morning of the presentation, one of our members said, I am sick, and the overall presentation quality was damaged.
   2. Even though this type of event is extreme, the lack of understanding of the members could be one of the reasons.
3. **If you were interviewing to join a project team, what would be three characteristics about you that you would want your prospective team to know about before they made their selection?**
   1. Responsibility
   2. Open-minded
   3. Cooperative

**Portfolio Exercise #3: Email Case Study Practice**

BUS360W D300: Business Communications

Darren Zhou 301443975

David Kwok 301604331

Gary Jauwena 301597196

Hoyong Jung 301416609

Kyungbae Lee 30143172

Larry Liu 301551639

Lecturer: Eric Tung

Teaching Assistant: Olivia Niquidet

June 12, 2025

To: Barbara.Powell@PR.ca

From: Mike.Ross@PR.ca

Date: June 11, 2025

Subject: Complaint by Kritikal Software

Hi Barbara,

A serious client complaint was escalated to me by Carole Sakhrani of Kritikal Software regarding a company party hosted at our WestCoast View Vancouver location on June 6, 2025. Currently, Carole is requesting an explanation and a full refund.

The event was charged at a rate of $200 per person for exactly 200 attendees; however, the following issues arose:

1. The buffet ran out of food before all 150 guests were served.

2. The hotel staff were disorganized and unable to address guests’ concerns effectively.

Further review revealed that an unusually high number of staff trainees were on duty and that the company’s booking procedures were not properly followed, resulting in capacity being prepared for only 150 guests.

Given our long-standing business relationship with Kritikal Software, I plan to issue an apology, acknowledge the error, and offer a full refund in recognition of our service failure. Additionally, I intend to offer a 15% discount on their next event as a gesture of goodwill. I also plan to revise internal procedures by implementing a new system to ensure employees properly document event planning communications and by establishing a backup staffing team to handle unforeseen events, further safeguarding our reputation.

I will keep you posted on Carole’s response. Meanwhile, please let me know if you have any concerns or feedback.

Best regards,

Mike

Mike Ross

General Manager

Premier Resorts

Direct: (604) 996-8989

Email: Mike.Ross@PR.ca

**Portfolio Exercise #3: Email Case Study Practice**

BUS360W D300: Business Communications

Darren Zhou 301443975

David Kwok 301604331

Gary Jauwena 301597196

Hoyong Jung 301416609

Kyungbae Lee 30143172

Larry Liu 301551639

Lecturer: Eric Tung

Teaching Assistant: Olivia Niquidet

June 12, 2025

To: Barbara.Powell@PR.ca

From: Mike.Ross@PR.ca

Date: June 11, 2025

Subject: Complaint by Kritikal Software

Hi Barbara,

A serious client complaint was escalated to me by Carole Sakhrani of Kritikal Software regarding a company party hosted at our WestCoast View Vancouver location on June 6, 2025. Currently, Carole is requesting an explanation and a full refund.

The event was charged at a rate of $200 per person for exactly 200 attendees; however, the following issues arose:

1. The buffet ran out of food before all 150 guests were served.

2. The hotel staff were disorganized and unable to address guests’ concerns effectively.

Further review revealed that an unusually high number of staff trainees were on duty and that the company’s booking procedures were not properly followed, resulting in capacity being prepared for only 150 guests.

Given our long-standing business relationship with Kritikal Software, I plan to issue an apology, acknowledge the error, and offer a full refund in recognition of our service failure. Additionally, I intend to offer a 15% discount on their next event as a gesture of goodwill. I also plan to revise internal procedures by implementing a new system to ensure employees properly document event planning communications and by establishing a backup staffing team to handle unforeseen events, further safeguarding our reputation.

I will keep you posted on Carole’s response. Meanwhile, please let me know if you have any concerns or feedback.

Best regards,

Mike

Mike Ross

General Manager

Premier Resorts

Direct: (604) 996-8989

Email: Mike.Ross@PR.ca

**Portfolio Exercise #3: Email Case Study Practice - Revision**

BUS360W D300: Business Communications

Darren Zhou 301443975

David Kwok 301604331

Gary Jauwena 301597196

Hoyong Jung 301416609

Kyungbae Lee 30143172

Larry Liu 301551639

Lecturer: Eric Tung

Teaching Assistant: Olivia Niquidet

July 10, 2025

To: Barbara.Powell@PR.ca

From: Mike.Ross@PR.ca

Date: June 11, 2025

Subject: Response to Complaint by Kritikal Software

Hello Barbara,

Carole Sakhrani, CEO of Kritikal Software, filed a complaint regarding a company party held at our WestCoast View Vancouver location on June 6, 2025. She is currently requesting an explanation, along with a full refund, due to concerns about a lack of professionalism and organization of the event.

The event was billed at a rate of $200 per person for 200 attendees, resulting in a total cost of $40,000. However, the buffet ran out of food before all guests were served, and the hotel staff appeared disorganized and were unable to effectively address guests’ concerns.

Further review revealed that a high number of staff trainees were on duty due to several regular staff members calling in sick. Management attempted to bring in additional unscheduled staff to assist but these efforts were unsuccessful. It was also determined that the company’s booking procedures were not properly followed, and communication was conducted verbally by phone only, resulting in preparations being made for only 150 guests.

Given our long-standing business relationship with Kritikal Software, I will issue a formal apology, acknowledge the oversight, offer a full refund, and provide a written explanation for our service failure. As a gesture of goodwill, a 15% discount will be offered for their next event. Additionally, I plan to revise internal procedures by implementing a new system that ensures bookings are also recorded electronically, allowing for better documentation of event planning communications. To further safeguard our reputation, I will establish a backup staffing plan by designating hotel staff from other Premier Resorts locations to handle unforeseen contingencies.

I am currently preparing a comprehensive plan of the new procedures, which will be presented at the next senior management meeting. In the interim, I will keep you posted on Carole’s response.

Best regards,

Mike

Mike Ross

General Manager

Premier Resorts

Direct: (604) 996-6969

Email: Mike.Ross@PR.ca

Portfolio Exercise #4

Mechanics of Writing and Professional Image

Hoyong Jung – 301416609

June 19, 2025

**Course:** Business Communication – BUS 360W (D300)

**Lecturer:** Eric Tung

**Teaching Assistant:** Olivia Niquidet

Beedie School of Business

**SIMON FRASER UNIVERSITY**

**Memo**

**To:** Classmate

**From:** Hoyong Jung

**Date:** June 19, 2025

**Re:** Proper Spacing and Signature Conventions in Business Letters

A business letter often marks the beginning of a professional relationship—and first impressions matter. Even small formatting choices can significantly influence how a message is perceived and whether it inspires confidence. While many of us are familiar with the fundamentals, revisiting spacing and signature conventions helps reinforce a clear, consistent, and credible professional image.

A widely accepted convention is to press Enter four times after the closing (e.g., "Sincerely") to create space for your signature. This convention allows for a clean and intentional layout.

Letters should use single spacing, with paragraph settings adjusted to 0 pt before and after to ensure consistent formatting throughout the document.

For inserting a signature, using Word's drawing tool is a simple and effective solution. While adding an image of a scanned signature is also possible, it involves extra steps and formatting adjustments. The drawing tool offers a practical and accessible alternative that preserves a personal touch while maintaining professionalism.

Being mindful of these conventions demonstrates your attention to detail and respect for business communication standards. Such care enhances your message and supports your professional image.

Word Count: 182

Portfolio Exercise #4

Mechanics of Writing and Professional Image

Hoyong Jung – 301416609

June 19, 2025

**Course:** Business Communication – BUS 360W (D300)

**Lecturer:** Eric Tung

**Teaching Assistant:** Olivia Niquidet

Beedie School of Business

**SIMON FRASER UNIVERSITY**

**Memo**

**To:** Classmate

**From:** Hoyong Jung

**Date:** June 19, 2025

**Re:** Proper Spacing and Signature Conventions in Business Letters

. Even small formatting choices can significantly influence how a message is perceived and whether it inspires confidence. While many of us are familiar with the fundamentals, revisiting spacing and signature conventions helps reinforce a clear, consistent, and credible professional image.

A widely accepted convention is to press Enter four times after the closing (e.g., "Sincerely") to create space for your signature. This convention allows for a clean and intentional layout.

Letters should use single spacing, with paragraph settings adjusted to 0 pt before and after to ensure consistent formatting throughout the document.

For inserting a signature, using Word's drawing tool is a simple and effective solution. While adding an image of a scanned signature is also possible, it involves extra steps and formatting adjustments. The drawing tool offers a practical and accessible alternative that preserves a personal touch while maintaining professionalism.

Being mindful of these conventions demonstrates your attention to detail and respect for business communication standards. Such care enhances your message and supports your professional image.

Word Count: 182

Portfolio Exercise #4

Mechanics of Writing and Professional Image

Hoyong Jung – 301416609

July 10, 2025

**Course:** Business Communication – BUS 360W (D300)

**Lecturer:** Eric Tung

**Teaching Assistant:** Olivia Niquidet

Beedie School of Business

**SIMON FRASER UNIVERSITY**

**MEMO**

**To:** Classmates

BUS 360W D300

**From:** Hoyong Jung

BUS 360W D300

**Date:** June 19, 2025

**Re:** **Misplaced and Dangling Modifiers in Business Writing**

Modifiers add vivid detail and precision to our sentences. When placed correctly, they paint a clear picture for the reader; when they drift out of position, they blur that picture and create unintended humour or confusion. Understanding how modifiers work is, therefore, a foundational editing skill, especially in professional writing where clarity and credibility are paramount.

Common Modifier Problems and Fixes

* Misplaced modifier
  + Correct sentence: Many students in residence this year are using scooters to get around campus.
  + Incorrect sentence: Many students this year are using scooters in residence to get around campus.
* Dangling modifier
  + Correct sentence: Crossing the street without looking, he was nearly hit by a bus.
  + Incorrect sentence: Crossing the street without looking, a bus nearly hit him.

Spot errors by highlighting each descriptive phrase and asking what noun it modifies. If the noun is absent or distant, revise. In business documents, even brief confusion forces readers to re-read, costs time, and can undermine confidence in the writer's rigour. Clear, well-placed modifiers signal precision and respect, which enhance your professional image and help your message drive action.

Before sending your next email, proposal, or report, take a moment to review your modifiers. A few seconds of proofreading can prevent misinterpretation, preserve your credibility, and ensure your writing works for you, not against you.

If you have any questions, please email me (hoyongj@sfu.ca) for further discussion.

Word Count: 228

Portfolio Exercise #5

Self-Assessment of Your Writing

Hoyong Jung – 301416609

July 10, 2025

**Course:** Business Communication – BUS 360W (D300)

**Lecturer:** Eric Tung

**Teaching Assistant:** Olivia Niquidet

Beedie School of Business

**SIMON FRASER UNIVERSITY**

**MEMO**

**To:** Eric Tung

Lecturer

**From:** Hoyong Jung

BS Candidate

**Date:** July 6, 2025

**Re: Final Portfolio Evaluation**

My writing portfolio is complete, including all required exercises and revisions. Each task was submitted by the deadline and followed the presentation and formatting guidelines provided.

As a data science major without a strong background in business communication, I approached this course with the intention of learning the foundational principles of professional writing. My most substantial improvement has been in formatting and tone. For example, in Exercise #1, my initial draft was vague and casual, but the revised version reflected a more transparent structure and tone better suited for workplace communication.

That said, there is still room for improvement in my business writing skills. I sometimes struggle with word choice, sentence structure, and articulating ideas effectively from a managerial perspective. While I followed instructions closely, I relied heavily on course materials and tools like Grammarly and ChatGPT to help shape my drafts. This process was valuable, but I still need to develop more independent confidence in drafting concise and impactful messages.

From this course, I have learned that writing is a process, especially in a business context. Planning, revising, and understanding the reader's needs are just as important as grammar and structure. I now understand how professionalism in writing can affect credibility and trust.

If I were to assess this portfolio objectively, I would give it a B. The portfolio is complete, demonstrates effort and improvement, and reflects growing clarity. However, there is still a need for more confidence and fluency in applying business writing independently.

Next Steps

To strengthen these areas, I will:

1. Read and analyze two professional business documents each week, noting structure, tone, and vocabulary to internalize conventional patterns.
2. Draft a weekly timed 200-word memo without automated aids, then revise with feedback to build independent fluency and a sharper managerial focus.

Word Count: 296

**Acknowledgement**

I prepared this assignment with the assistance of Grammarly (Grammarly Inc., 2025) for grammar and style feedback and ChatGPT (OpenAI, 2025) for idea refinement and wording suggestions.

**Reference**

Grammarly Inc. (2025). *Grammarly*. Retrieved July 10, 2025, from https://www.grammarly.com/

OpenAI. (2025). *ChatGPT*. Retrieved July 10, 2025, from https://chat.openai.com/