

### **1.0 Business writing**

Business writing is an important skill. When we communicate it is often hard to do it clearly. In business it is important to communicate *simply, clearly and accurately*. Often we can have misunderstandings because we have not been clear and accurate enough.

Writing clearly, simply and accurately is incredibly powerful and professional. It can help you get a good job. It can help you do business more quickly and efficiently. It can help you meet people who, when they receive your professional letter, will make time to meet you. Formal business communication is very important. Most Western cultures put emphasis on communicating *formally*. The approach and way to do this can be very different from in Eastern cultures. This is not to say it is better or worse: just different. The Western approach to business communication is based on different cultural traditions.

There is a system and a structure for this type of business communications. This course will prepare you for this important activity. We will cover letter writing and other forms of business communication.

### **2.0 During the course you will:**

- Understand the basics of how to make professional English written communications.
- Have opportunities to practice writing professional communications that reflect the needs of different business situations.

### **3.0 Course materials**

- The textbook is: The Handbook of Quick Business Letters, by Clyde A. Warden & Judy F. Chen. 3rd Ed. It available directly from Professor Warden (e-mail: [cwarden@libra.seed.net.tw](mailto:cwarden@libra.seed.net.tw))
- I would suggest a good dictionary e.g. Longman Business English Dictionary (English to Chinese).
- On-line system at <http://qbl.idv.tw/quz> You should surf to this page and look at the demonstration pages. Then use the code on your *new book* to register on the system. Take time to get familiar with how the system works.

### **4.0 Course teaching approach**

The course will combine lectures, in class exercises and on-line exercises. Please take time to prepare for class. It is certainly essential to do the reading before coming to class. Almost without exception students find:

Reading + Listening + Participating = more than 90% understanding (+ an interesting class)

Listening = less than 20% understanding (+ a not so interesting class)

### **5.0 Assessment**

The course will be assessed on both individual and group effort and is split as follows:

1. In class participation 15% (for asking/answering questions and involvement in the class)
2. Practice letters 55% (6 on the on-line system)
3. Mid-term 15% (see below)
4. Final 15% (see below)

#### ***5.1 Mid term***

We will agree in class on 'A' or 'B'.

(A) Exam

A written exam (multiple choice, short answer and one whole business letter).

(B) Project

Write a letter of inquiry to an English / American publicly listed company requesting a printed / hard copy of their financial annual report OR brochure / DM on a specific product. Present: your letter of inquiry and the firm's response to the class as well as any material the firm sent you.

#### ***5.2 Final***

***Percentage of course credit – 30%***

We will agree in class on 'A' or 'B'.

(A) Exam

A written exam (multiple choice, short answer and one whole business letter).

(B) Project

Each *group* must create an English promotion that is presented to the class and then graded based on how well it follows the ABCD rule of creating promotions.

I look forward to meeting you in class.

Dr. James Stanworth

**6.0 Course Schedule**

<b>Week</b>	<b>Date</b>	<b>Topics</b>	<b>Notes</b>
Week 1		Course introduction. Parts of a letter Letter styles	Please get the QBL book. Please get familiar with it.
Week 2		Letter of inquiry	
Week 3		Letter of inquiry	
Week 4		Letter of response	
Week 5		Sales letter	
Week 6		Promotion letter	
Week 7		Finding an open position Qualifications for the job	
Week 8		Reading week	
Week 9		<i>Mid term</i>	
Week 10		Application letter Resume	
Week 11		Offers Counters offers	
Week 12		Negotiation offers Orders	
Week 13		Transaction problems	
Week 14		Letter of complaint	
Week 15		Letter of positive adjustment	
Week 16		Letter of negative adjustment	
Week 17		Reading week	
Week 18		<i>Final</i>	