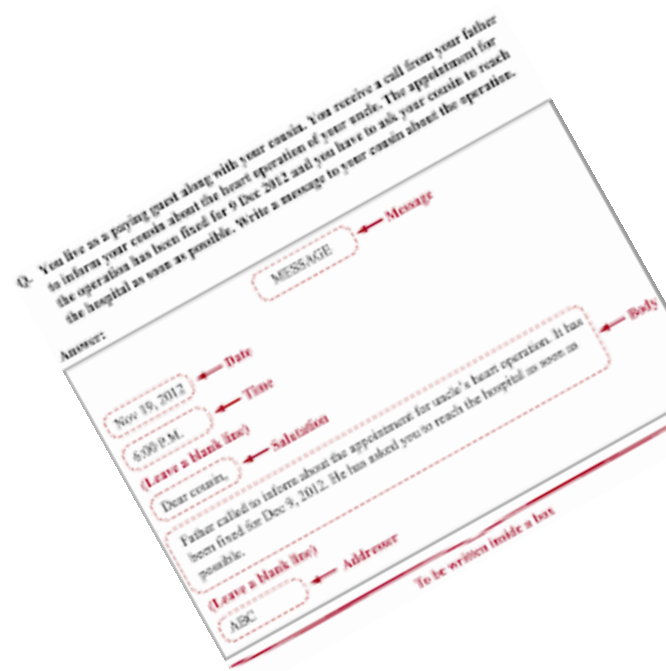


Presentation Tutorial 4

Chapter 4

Shandu Davhana





TITLE

INTRODUCTION (1st Para)
 While writing a factual description it is better to have it split in four paragraphs. The first paragraph should have introduction of the topic.

DESCRIBE IN DETAIL (2nd Para)
 The second paragraph should describe in detail the title in hand. This is the paragraph which generally has the most number of words in it. Make sure you do not shoot up the word limit here.

ADDITIONAL INFO (3rd Para)
 Add any additional information you would like to share in the third paragraph, keep this concise.

CONCLUSION (4th Para)
 The final paragraph (4th) should have the conclusion of the factual description. Adhere to the prescribed word limit to avoid penalties in examinations.

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Chapter 4 - Agenda

- Chapter Introduction
- Key Concepts
- Explanation of Key Concepts
- Summary
- Discussion Questions
- Key Activities

Chapter 4 – Chapter Introduction

- Purpose:
 - Learn specific writing formats
 - Format refers to the layout of the publication as well as the way it is presented and arranged
 - The formats will include Letters, Memoranda, Instructions & Procedures, and Reports
- Writing

Chapter 4 – Key Concepts (Explanation)

- Letter:
 - Letter remains the single most important format for formal correspondence
 - Letters are an important part of the so called “paper trail” that businesses use to document processes.
 - Most commonly use business letter format is called the block format – everything is aligned with the left margin and paragraph breaks are indicated by a blank line

Chapter 4 – Key Concepts (Explanation)

- Letter:
 - Address > return address (writer's) comes first. It can be right aligned (UK style) or left aligned (US style) – UK format is commonly used in South Africa
 - Date > can follow either UK or US style format.
 - Full name and address of the person you are writing to follows your address and date.
 - Salutation (greeting) are followed by comma in the UK format, or colon in the US format

Chapter 4 – Key Concepts (Explanation)

Formal Business Letter Format Revised 3/07
(Sample Letter of Complaint)

Heading Address: the writer's full address and the full date

Inside Address: the name and address of the person to whom the letter is addressed

Salutation/Greeting: whom the letter is for, beginning with "Dear," followed by the person's name (colon after the person's name)

Closing: aligned to left, draws from a variety (e.g. Thank you, Sincerely, etc.) with only the first word of the closing capitalized (comma after the

123 American Avenue
Long Beach, CA 90800
October 25, 2005

Mr. L. M. Green
Park Services
1111 Oak Street
Long Beach, CA 90800

Dear Mr. Green:

Yesterday I noticed a situation at Rabbit Park that could be very dangerous for the children who play there. The equipment appears to be old and worn. For example, the leather seats on the swings are falling apart. I observed a child who had difficulty staying on a seat because it was worn so thin. In addition, the mats under the equipment are torn or missing entirely. This concerns me greatly.

Would you please look into this matter? Perhaps the equipment needs to be repaired, or preferably replaced, to insure the continued safety of our children.

Sincerely,

Mrs. Amy Kyle
Mrs. Amy Kyle

Body: clearly explains the purpose of the letter or problem and suggests a solution (not indented, paragraphs skip a line)

Signature: writer's signed name followed by printed name, aligned to left with closing

Business Letter Format

Dear Ms. Brown,

I am writing to request information about your computer class, Training For Employable Computer Skills. Specifically, I would like to know when the class meets, what topics are covered, and how I can register for the class. Thank you for your time. I look forward to hearing from you soon.

Sincerely,

Mohammed Ali
Mohammed Ali

When you print your letter you will sign right here.

FORMAL LETTER TEMPLATE

Jessica Schachterle
203 Dale Avenue
St. Paul, MN 55103

↕ 2 spaces

January 30, 2003

↕ 2 spaces

The Honorable Mee Moua
Minnesota State Senate
St. Paul, MN 55102

Dear Senator Moua,

Type the body of your letter here. This is where you tell the politician or business manager what you want them to know. It is important to be respectful and to state your ideas in a way that is not too emotional.

Sincerely,

Jessica Schachterle

Your name and address.

The date.

The name, title, and address of the person to whom you are sending the letter.

1 space

1 space

4 spaces

Chapter 4 – Key Concepts (Explanation)

- Letter:
 - Headings > It's a high level summary of what one is writing about
 - Headings are printed in capital letters, or in bold, or underlined – not all three at the same time.
 - Try use strong, clear noun in your heading.
 - Only use “Re” when you are replying to a letter using the same subject heading as your correspondent

Chapter 4 – Key Concepts (Explanation)

- Letter:
 - Content:
 - Your first paragraph should consist of one or two sentences, concise and make your purpose clear – who you are and why you are writing
 - Second paragraph should contain a request
 - If required, third paragraph may include your wish for the future

Chapter 4 – Key Concepts (Explanation)

- Letter:
 - Complementary Close:
 - Understand the difference between carbon copy (cc) and enclosure (Encl)
 - Also note the difference between casual and business letter closure

Chapter 4 – Key Concepts (Explanation)

- Memoranda (MEMO):
 - Often used for day-today communication in the office – circulated in house
 - Memos are used for three main purpose:
 - Bring attention to problems
 - Solve problem or suggest solutions
 - Circulate important information among staff members

Chapter 4 – Key Concepts (Explanation)

EXAMPLE OF A MEMO

ALL INDIA INSTITUTE OF MEDICAL SCIENCES
ANSARI NAGAR, NEW DELHI - 110 029.

No.F.1-1/2013-Estt.1 Dated the 30th Sept., 2013

MEMORANDUM

In exercise of the powers conferred under Rule 7(4) of the AIIMS Rules, 1958 and consequent upon the superannuation of Dr. R.C. Deka as Director of AIIMS, New Delhi on 30th September, 2013 (afternoon), the President, AIIMS, New Delhi has been pleased to orders that Dr. G.K. Rath, Professor of Radiotherapy and Chief of Dr. B.R. Ambedkar Institute Rotary Cancer Hospital, the senior-most Professor of Institute, will look after the functions of the Director until further orders.

Dr. G.K. Rath will not be entitled to any remuneration/honorarium for the above additional assignment.

R.S.
30/9/13
(DR. RAJENDRA S. SHUKLA)
DEPUTY DIRECTOR (ADMN.)

Prof. G.K. Rath
Professor of Radiotherapy and
Chief of Dr. B.R.A.I.R.C.H.

5/13/2015

Business Communication

16

Crafston Solutions, Inc.
100 N Central, Rowlett, TX 75083
S(972) 463 1549

Memo

To: Department Heads
From: Debora Lynn
Date: December 10, 2006
Subject: Annual Bonus Leave for Employees with Outstanding Performane

Starting January 1, we will introduce the following modification in our company policy with regard to annual leave: every year one employee from each department will be awarded special annual bonus leave for outstanding performance.

The eligible employees will have additional five (5) days of annual leave credited on January 15. The bonus leave will be accounted for separately and will remain available until used, notwithstanding any other limitation of the total number of days of annual leave that may be carried forward.

We will have a meeting on December 15 at 10:00 a.m. to discuss the results of the 2006 performance evaluation and approve the final list of employees eligible for the bonus. The announcement to the employees will follow the meeting. If you have any questions or comments, please let me know before the meeting.

Savvy-Business-Correspondence.com

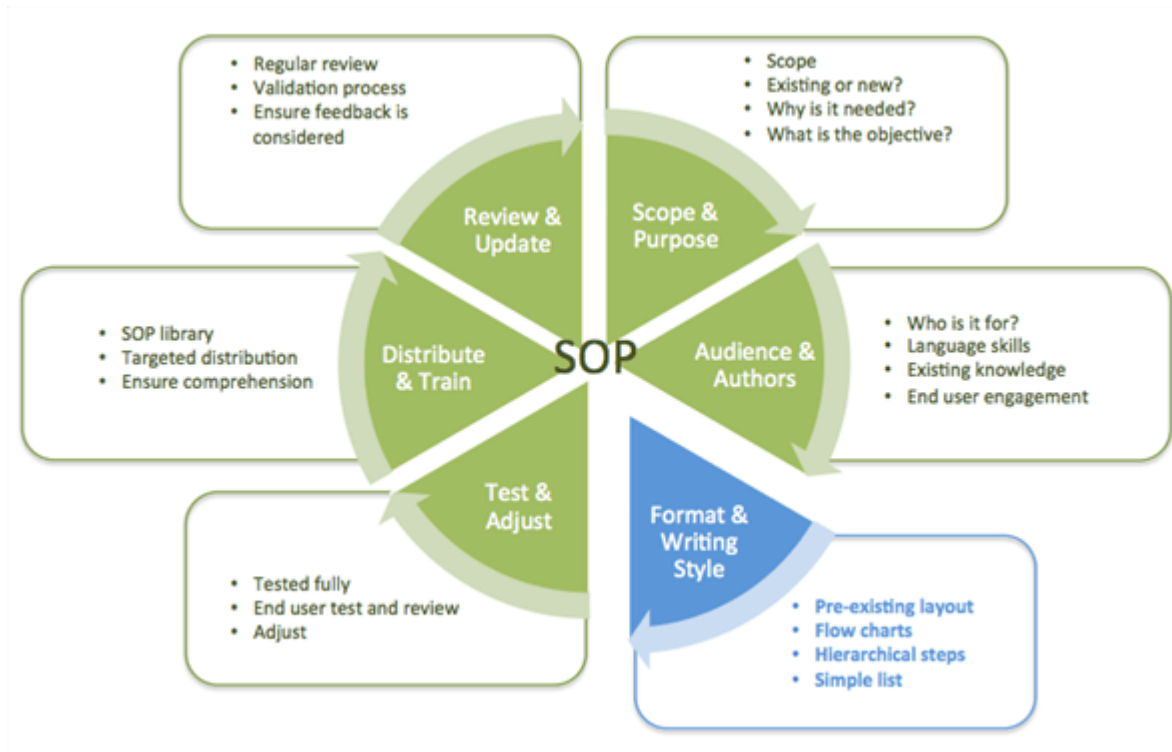
Chapter 4 – Key Concepts (Explanation)

- **Instructions & Procedures:**
 - Simply like explaining in details to a third party how things need to be done the way you want them
 - Helps in instructing every one in the business about their roles and responsibilities, which impact in the smooth running of each business
 - These details are produced in the Standard Operating Procedures (SOPs)

Chapter 4 – Key Concepts (Explanation)

- Instructions & Procedures:
 - Standard Operating Procedures (SOPs):
 - Is an official policy document, often takes the form of a manual
 - Provides step-by-step instructions to employees on how to carry out a task correctly and what records they need to keep
 - Advantages of SPOs are:
 - Provide direction
 - Show who does what in an organisation
 - Reduce training time
 - Improve communication and teamwork
 - Maintain standards

Chapter 4 – Key Concepts (Explanation)



Cornell University
New York State Agricultural Experiment Station

Administrative Service Center
Standard Operating Procedure (SOP)

Task:	Petty Cash	
Sub-Process:		
Preceding task:		
Revision Date:	Oct 9, 2008	SOP Reference #
Description:	The preferred purchasing method for small business expenses is by procurement card. When using a procurement card is not possible, however, units may use funds from petty cash. Use petty cash to pay only for small-dollar expenses or reimbursements, typically not exceeding \$25.00 per transaction. These expenses may include out of pocket costs for day trips, such as tolls, parking, mileage, etc.	
Responsibility:	Faculty/Staff/Student; Dept/Unit Petty Cash Custodian; ASC Transaction Team	
Frequency:		Timing:
Process Steps:	<p>Faculty/Staff/Student</p> <p>Step 1: Purchase goods/services with personal funds and receive a receipt (obtain a tax exemption form prior to purchase if applicable).</p> <ul style="list-style-type: none"> Sign, date, and write business purpose on sales receipt. Include account number/project to charge the expense. Present receipt to the Department/Unit Petty Cash Custodian for reimbursement. <p>Department/Unit Petty Cash Custodian</p> <p>Step 2: Manage petty cash/Reimburse purchases</p> <ul style="list-style-type: none"> Keep petty cash funds in a cash box locked in a secure area, and never leave the funds in an unlocked desk drawer or cabinet. Record all petty cash reimbursements and collect receipts for those reimbursements. Ensure that each receipt has the <i>business purpose</i> noted. Reimburse purchaser up to \$25.00 per transaction. File the original receipt and petty cash transmittal awaiting reimbursement. Complete reconciliations monthly and each time the fund is replenished. Submit the Cornell University Petty Cash reconciliation sheet (Addendum A) to the ASC to request reimbursement. Attach original receipts with the request. It is recommended that each receipt be affixed to an 8 1/2" x 11" sheet of paper for document control purposes (Addendum B). Report overages or shortages to your supervisor, and adjust funds accordingly. Submit reconciliations to the Dept. Chair or Unit Leader, supervisor, or designee for his/her review and approval. Retain copies of fund reconciliations in accordance with Cornell University Policy 4.7, Retention of University Records (6-year retention). Send copies of approved reconciliations to the Division of Financial Affairs upon request (yearly). Receive and cash check to replenish petty cash. <p>ASC Transaction Team</p> <p>Step 3: Process A/P Voucher</p> <ul style="list-style-type: none"> Prepare A/P voucher for petty cash reimbursement and send to the Division of Financial Affairs. File completed transaction. 	

Chapter 4 – Key Concepts (Explanation)

- Reports:
 - Considered the longest and challenging document.
 - Because of length, reports are divided into parts, sections, and / or chapters
 - Types of reports include:
 - Financial report > mandatory statements and voluntary contextual disclosure
 - Feasibility report > assess the viability of certain actions / projects
 - Progress report > status of an on-going project
 - Cost-benefit analysis (CBA) > weighs total cost of a project versus its total benefits
 - Research report > topic investigation, normally scholarly for post grad degree

Chapter 4 – Key Concepts (Explanation)

- Reports:
 - Terms of reference (TOR):
 - Also referred to as Introduction, Foreword, Background, Overview, Summary, or Abstract
 - This is an introduction of a report, which is the instructions given to a committee indicating what needs to be investigated
 - TOR will cover the following information:
 - Background of the project (who called for the report, when)
 - Purpose of the report (what it should investigate and why)
 - Scope of the report (what area does the report cover)

Chapter 4 – Key Concepts (Explanation)

- Reports:
 - Methodology / Procedure:
 - This is a description of the methods by which one arrived at the information presented in one's report.
 - Common methods for acquiring information for a report include:
 - On-site observation
 - On-site interview
 - Telephonic interview
 - Questionnaire
 - Literature survey
 - Audit
 - Critical analysis

Chapter 4 – Key Concepts (Explanation)

- Reports:
 - Findings:
 - These are discoveries made during the course of a report's investigation
 - They are directly related to the method or procedures followed
 - Findings are often published separately in the form of a press release, which is a friendly summary that the general public will find easy to read and understand

Chapter 4 – Key Concepts (Explanation)

- **Reports:**
 - **Conclusions:**
 - It's the logical deduction one makes from findings
 - Make sure that each conclusion is linked to findings
 - **Recommendations:**
 - Reports that investigate specific problems usually end with a set of recommendations
 - These are suggestions about what actions should be taken to rectify problems that were listed under Findings and Conclusions

Chapter 4 – Key Concepts (Explanation)

Writing a Report

During your studies you may be required to research a particular area and produce a report. For instance, depending on your area of study, you might be asked to write a report on the performance characteristics of an aircraft engine, the classroom management practices of a teacher, the cost benefits of using a particular type of software in a company, etc.

Some of the reasons we write reports are to:

- inform
- make proposals or recommendations for change
- analyse and solve problems
- present the findings of an investigation or project
- record progress

Your lecturer or teacher will usually provide you with the following information:

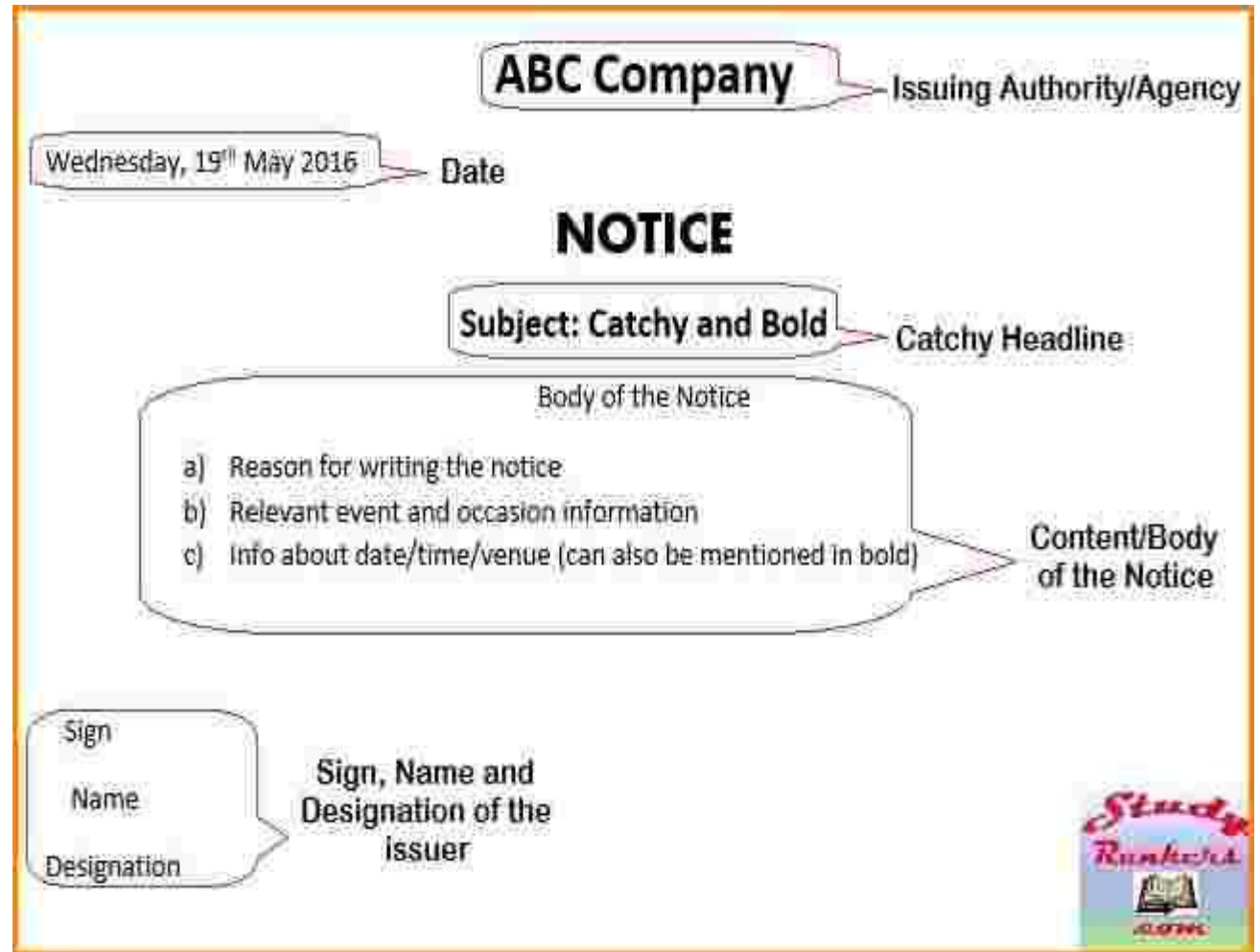
- the topic or subject of the report
- the required length and due date
- a clear idea of its purpose and who will read it
- the format headings to be used and their order.

Steps in writing the report

Writing your report is an ongoing process of writing and re-writing. Therefore, it's important to realise that you don't need to begin at the introduction and write until you get to the conclusion. Often the body is written first. Also, you're not expected to produce the perfect report the first time you put pen to paper – expect to have to redraft your report.

A useful writing process for longer reports is to:

- **organise your information**
- **write an outline**
- **write a first draft**
- **re-write to improve the draft**
- **edit and proofread**

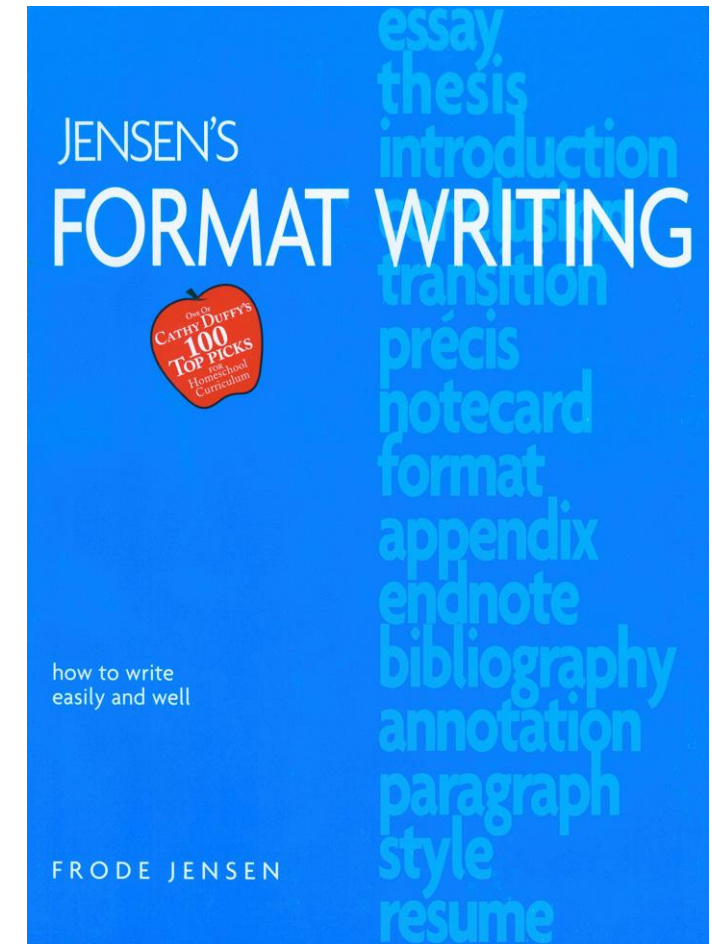


Chapter 4 – Key Concepts (Explanation)

- Reports:
 - References & Appendices:
 - This is a list of references / sources consulted
 - Also contain attachments of all appendices
 - References include books, documents, reports, articles, websites, etc that one has cited in the report

Chapter 4 – Summary

- Most written business communication takes the form of letters, memos, procedures, and report
- Understanding the format of these business communication formats helps in improving one's professional profile
- As an accountant, your success depends on your ability to be exact – precise, rigorous, and correct, and this is proven by a correctly formatted document



Chapter 3 – Key Activities

- Please refer to the following Activities from your Study Guide and Prescribed Book and get involved in the student discussion in *MyUnisa* Discussion Forum
 - Study Guide
 - *Activities 1 - 7*
 - Prescribed Book
 - *Activity 4.1 – 4.4*



Resources

- Du Plessis, D, Dowling, F & Snyman, C. 2012. *Communication in business contexts. Study guide for CBC1501*. Pretoria: University of South Africa.
- Du Plessis, D, Dowling, F & Steinberg, S. 2009. *Money talks: communication in business contexts*. Johannesburg: Heinemann