**4CI--Business Communication Unit**

**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Learning Goal**: You will learn and practice how write: a business letter, an email memo, and a business report. You will also learn and practise how to do the following: conducting an interview and a basic presentation.

**Why?** These are all tasks that will be expected of you in any post secondary college program. If you are proceeding directly to the workplace, it won’t hurt you either! In addition, these communication skills will necessary throughout the course and during the culminating unit. Learn them now.

**Step One: Design a Company**

* It must offer goods and/or a service to the public with the ultimate goal of earning a profit
* For inspiration, use your co-op placement, your part time job, your dream job, or ask ME for some ideas
* The actual job is not important (although creativity and variety are always welcome)
* You can’t use an existing company like Apple or McDonalds. Instead, refer to it as telecommunications or a fast food restaurant.

Here are some sample mission statements according to:

<http://examples.yourdictionary.com/examples/examples-of-mission-statements.html>

* "Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and is defining the future of mobile media and computing devices with iPad" from [Apple](http://investor.apple.com/faq.cfm?FaqSetID=6).
* "Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online." from [Amazon](http://phx.corporate-ir.net/phoenix.zhtml?c=97664&p=irol-faq#14296)
* "To bring inspiration and innovation to every athlete in the world." from Nike
* "Our mission: to inspire and nurture the human spirit one person, one cup and one neighborhood at a time." From [Starbucks](http://www.starbucks.com/about-us/company-information/mission-statement)

Now it’s your turn. Be specific like Apple or abstract like Amazon.

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| We at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

I should know the name of your company and what I will get from you if I use your business. Keep it legal, please.

**Step Two: The Business Letter**

**What types are there?**

Covering letter for a resume Letter of acceptance Declining letter

Letter of agreement Letter of recommendation Thank you letter

A complaint letter Letter of request

**Why is it useful?**

* Allows you to control the communication (unlike a phone call)
* Leaves a “paper trail”
* It is often expected by the recipient (eg. cover letter, acceptance letter, etc)
* It is direct and “to the point”

**Never……**

* Forget to proofread
* Use informal language or adopt a disrespectful tone

Here is a sample on the next page: There are also some available on the course website and in our classroom.

**Your Task:**

* Choosing one of the following scenarios (or create your own in the last space), deal with it through the vehicle of a business letter

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| **Scenario #1**  You have an employee who would like to move onto another job because it will offer higher pay and is much more conveniently located in relation to this person’s home. While you are disappointed to see this person leave your company, you want to offer them a good chance in a different job by writing them a letter of recommendation. |

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| **Scenario #2**  You have an employee who has been proving to be a detriment to the success of your company. He (or she) arrives late, does not give adequate notice about absences, does not communicate effectively with customers and colleagues, and has not followed any of your requests for improvements in the past. In fact, you are convinced that this employee has actually lost money for your company through shoddy customer relations. Her (or his) employment term is ending in four weeks. You need to write a formal letter of termination. |

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| **Scenario #3**  You have just learned that your business is going to be negatively impacted because of some problem outside of your control (some new industry regulation, a new tax or fee, a new hiring policy, or even some unannounced construction project near your worksite that will harm your business in some way. Write a letter of complaint to a government official explaining how you feel about the situation. You will need to make the situation fit your company. |

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| **Scenario #4**  Make up your own scenario that would require a business letter. Describe it here. |

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| name  Your address  Date  The name and address of the person receiving the letter  Formal greeting  Subject line  Introduction  Letter’s purpose  Details  Finish  Formal closing  Sign in blue or black ink | Ms. Myers  Waterloo Oxford District Secondary School  1206 Snyder’s Road West  Baden, ON  N3A 1A4  (519)634-5441  Karen\_myers@wrdsb.on.ca  November 28, 2013  John Doe  Bright Student INC.  123 King Street  Kitchener, ON  T5Y 1B0  Dear Mr. Doe  Re: Your current mark in 4CI  I have been your English Teacher since September 2013. I think it is important that all students maintain up to date information about their progress.  I am writing to express my concern about your current mark in ENG4CI. I know that you wish to attend college in September, and in fact have been accepted into a prestigious programme at Conestoga College. You and your guidance counsellor have told me that you require a final mark of 75% in this course. At the present time, your mark is only 35%. This is due to a number of skipped tests and incomplete assignments, for which you have received failing marks and incompletes. I encourage you to not only stay abreast of your current work, but to also do your best to submit all of your missing assignments. I fail to see how you will be able to make a career of consuming beer, sitting in a stained undershirt in your parents’ basement, wearing your Halo 3 Master Chief helmet, and playing on-line video games into your forties. You may be pursuing your dream of gaming greatness now, but you should consider striving toward a more consistent practice of academic excellence.  For your convenience, I have emailed your current mark to both your Vice-Principal, your parents, and your Guidance Counsellor. I look forward to reading your assignments in the near future.  Sincerely,    Ms. Myers |

**Name: Overal Level:**

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|  | **Level 4** | **Level 3** | **Level 2** | **Level 1** | **Remedial** |
| **Elements and Format:**   * **Heading** * **Address** * **Greeting** * **Purpose** * **Body** * **Closing** * **Signature** | All the required parts are present and are in the correct places. | Overall form is correct;  one or two minor  elements is incorrect or missing | A few elements are present but is lacking an important part  Overall format is correct. | The writer demonstrates  a lack of understanding  of the correct  form for a business letter. The letter lacks two or more essential parts. | The product does not resemble a business letter. More revision is necessary. |
| **Content and Communication** | Each part is complete  and correct. The purpose of the letter as communication is clear.  The body contains  courteous, formal language and all the details that the audience will need. The overall style is polished and professional. | One part of the letter may be incomplete  or incorrect. The purpose of the letter as communication is mostly clear.  The body contains  courteous, formal  language and all the  necessary details | More than one part of  the letter may be incomplete or incorrect.  The purpose of the letter is sometimes unclear.  The level of language is inappropriate; it may sound stilted and overly formal; or, it may contain slang or other informal examples. One or more important details may be missing. | Most parts of the letter  are incomplete  or incorrect. The purpose of the letter is not stated clearly.  .  The writer does  not use formal language  or else uses it inconsistently.  Important or essential details are omitted | Too many parts of the letter are unclear, incorrect or suggest a lack of caring for the product. More revision is necessary. |
| **Grammar, spelling, punctuation** | Flawless | One minor error . It is clearly a “typ-o” | A few errors. | Numbers of errors hinder comprehension | Mechanical errors are too numerous to be considered acceptable for this grade level. More revision is necessary |

**Comments:**