CHANDIGARH UNIVERSITY

Discover. Learn. Empower.

University Institute of Engineering

Course Name- Professional Communication Skills

Course Code- 22 PCH-105

Email writing

COURSE OBJECTIVES

The Course aims to:

1	Augment student's overall communication and interpersonal skills by practicing oral and written English for professional life.
2	Enrich reading capability to enhance business sense through special emphasis on business vocabulary and its usage.
3	Write business documents clearly, concisely and analytically in correct syntax.
4	Speak coherently, concisely in social and professional environment.

Course Outcomes

On completion, the students are expected to

CO Number	Title	Level
CO1	Apply non-verbal and soft skills effectively to attain expertise in Listening, Speaking, Reading and Writing Skills (LSRW Skills).	Apply
CO2	Apply correct contextual and comprehensible written text and speech in a wide range of communication situations.	Apply
CO3	Demonstrate linguistic competence while speaking and writing through accuracy in grammar, intonation, pronunciation and vocabulary.	Apply
CO4	Evaluate information as critical readers, speakers and writers applying ethics in communication and being sensitive in cross cultural communication.	Evaluate
CO5	Create original short compositions, in the form of paragraph writing, business correspondence, blogs etc. using logical support and argument.	Create

Draper, Inc

Introduction

DEFINITION:

- “Communication is a process of passing information and understanding from one person to another.” -Keith Davis

- Electronic mail, most commonly referred to as email, is a method of exchanging digital messages from an author to one or more recipients.

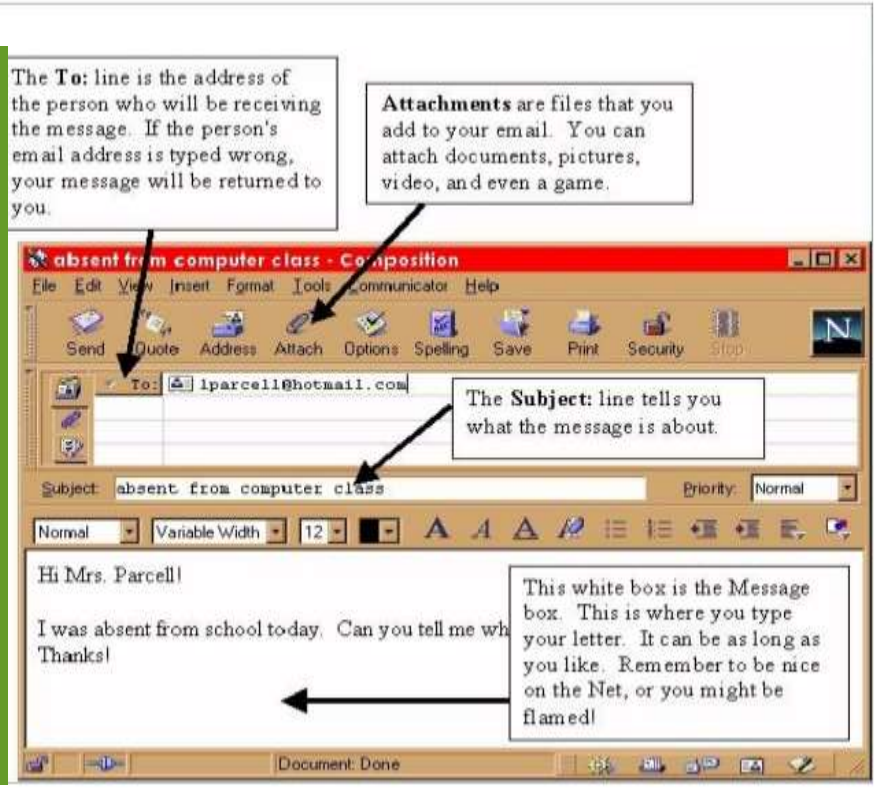
Four Types of Emails

- **NO REPLY EMAIL-** you want to tell the receiver something, either compliment or information. No reply is necessary.
- **INQUIRY EMAIL-** You need something from the receiver in reply. Example: advice or questions to be answered. The reply is your desired outcome.
- **OPEN ENDED EMAIL-** To keep the communications lines open, for the purpose of some future result or benefit.
- **ACTION EMAIL**-The goal is not the reply but the action on the part of the receiver. Example: sales pitch , or asking for a website exchange link etc.

Elements of an Email

- The TO Line
- CC and BCC
- The Subject Line
- Attachment
- Message box
  - Salutation
  - Body of email
  - Closure with signature

Parts Of An Email



Six Steps for Writing Professional Email

- Identify your goal
- Consider Your Audience
- Keep It Concise
- Proofread your email
- Use proper etiquette
- Remember to follow up

Role of Email Communication in Business

- Formal communication
- Email is quick or easy and costs low
- Email communication is broadly important for business growth
- Maintains a connection with your supporters
- Keeps record of conversations

Merits

- Emails are fast.
- Attach documents or files.
- Emails do not use paper.
- Advertisement.
- Low cost.
- Easy to create.
- Easy to share.

Demerits

- Impersonal
- Misunderstandings
- Information overload
- Spam/ Viruses/ Insecure
- Time Consuming
- Pressure to Respond
- Overlong Messages
- Malicious Use

Poll Question

Q. Which do you agree with the most?

1. Email is perfect for non urgent updates.
2. Email is perfect for quick, important, non-urgent updates.
3. Email is perfect for important, non-urgent updates.
4. Email is perfect for detailed updates.

Email Etiquette- Definition

Email etiquette refers to the principles of behaviour that one should use when writing and answering email messages. It is also known as the code of conduct for email communication as it is less personal than phone or in-person conversation.

Email Etiquette

Email etiquette or rules are evolving because of our increased use of email. Some general etiquette should be observed.

Need of Email Etiquette for three reasons

- Professionalism**:** by using proper email language your company will convey a professional image.
- Efficiency**:** emails that get to the point are much more effective than poorly worded emails.
- Protection from liability**:** employee awareness of email risks will protect your company from costly law suits.

Poor Email Content

Deepak

Hey, I was just thinking about the meeting we had about the new workshop you were planning for next week about resume-writing. I think that we may have forgotten to include all of the students who might benefit from this workshop. Of course you may have added them to your list since our last meeting. Ramandeep from the Applied Sciences Branch contacted me to ask if the students from the Computer Science Engineering program were on our list of included students. She also wanted a list of all of the included departments from Applied Sciences. Can you send me a list of all of the included student groups? I can then send the relevant information on to Ramandeep because she needs this information by tomorrow. Thanks
Ashok

Better Email Content

Dear Deepak

Please send me a list of the students included in the resume-writing workshop by tomorrow.

We may have forgotten to include all of the students who might benefit from this workshop. There are several groups of students in Applied Sciences that were not on your list. Ramandeep from the Applied Sciences Branch contacted me to ask if the students from the Computer Science Engineering program were on our list. I will send her that information tomorrow after I get the list from you.

Regards

Ashok Jain

Assistant Professor

Email Etiquette Rules

- Be concise and to the point
- Use proper spelling, grammar & punctuation
- Make it personal. Avoid using BCC and CC unnecessarily
- Answer swiftly
- Use a meaningful subject
- Read email before you send it
- Keep attachments to minimum and mention your attachment in the content
- Take care with abbreviations and emoticons
- Take care with rich text and HTML messages
- Use active voice instead of passive voice

Poor Usage Examples

- No subject line
- Action required and key points are hidden in the message
- Misusing the global distribution list
- Discussion that could have been done over the phone

Use Smart Subject Lines

Poor Subject Line Examples

- Weekly Minutes
- Here are the URLs
- Re: presentation
- (blank subject line)
- Unrelated subject line
- sending an email with an old subject line

Use Smart Subject Lines

Good Subject Line Examples

- FYI: Meeting minutes from 3/14 discussion
- Reports Included: Minutes from MRM, all Reports due Friday 4/1
- DISTRIBUTE: Program agenda & related information
- Ramesh, Kirti: need you at noon meeting with your updates
- AGENDA: Staff meeting Thurs 3/12 10:00 pm
- Robin: I will attend the MRM & present summary. (EOM)

Think Before You Click

- Don’t automatically “REPLY TO ALL”
- Take one last look at your distribution list – is this email necessary for all recipients.
- Eg. Welcome Mail – when replying, send it only to the person to be welcomed.
- Once the email discussion goes beyond 2-3 replies anyway, it’s time to pick up the phone.

General Tips(FONTS)

- Use standard font throughout the message content
- Avoid coloured fonts in a professional email
- Be very specific with the use of bold, italic or underline font style
- Keep the size of the font visible and constant
- Paragraph and line spacing should be legitimate and visually appealing
- Avoid short forms or slang (e.g. ‘u’ instead of ‘you’, ‘y’ instead of ‘why’, ‘r’ instead of ‘are’, etc)

Assessment Pattern

Students are assessed on the basis of the following parameters:

- Hourly Test- 2
- Assignments
- Surprise Test
- Quiz
- Engagement Task
- End Semester Exam

References

- https://jerz.setonhill.edu/writing/e-text/email/
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- Book Lesikar R.V., Petit J.D., Business Communication, Tata McGraw (2016), New Delhi.