



**CHANDIGARH
UNIVERSITY**

Discover. Learn. Empower.

University Institute of Liberal Arts and Humanities

Course Name – Professional Business Communication

Course Code – 22PCH-105



Memorandum

DISCOVER . **LEARN** . EMPOWER

COURSE OBJECTIVES

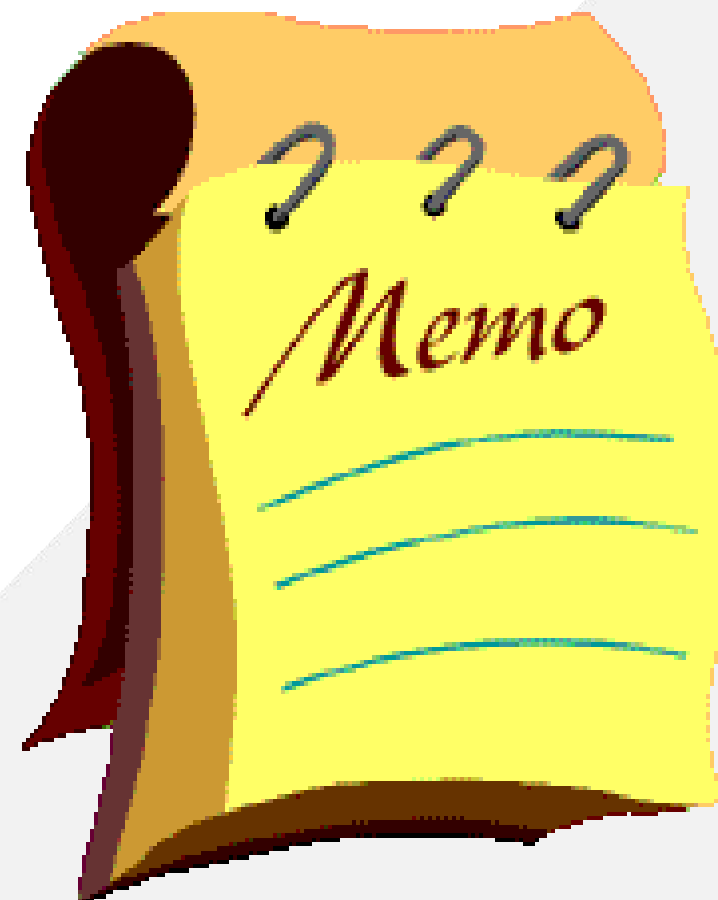
The Course aims to:

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



<https://in.images.search.yahoo.com/>

Memorandum

- 1) **Memorandum** is popularly known as memo.
- 2) The literal meaning of the word memorandum is “a note to assist the memory”.
- 3) Memos are the written internal communication means for exchanging information relating to day-to-day functions within the organizations.



Memorandum

- A memo is less formal than a letter.
- It usually conveys one idea and is likely to be short.
- Effective memos are clearly written with the objective stated in the first sentence.



Purposes of Memos

- Memos are often only a few short paragraphs, but they can be much longer, depending on their purpose.

Here are some typical uses of memos:

- to inform others about new or changed policy, procedures, organizational details
- to announce meetings, events, changes,
- to present decisions, proposals, briefings
- to enquire, report, remind, transmit and promote goodwill.

Check Your Memo

- Is it easy to find the main point?
- Does your memo have plenty of white space for easy readability?
- Have you removed unnecessary words?
- Is your memo filled with technical jargon?
- Is it positive?

Memos

Be sure the memo

1. States the purpose clearly
2. Presents message effectively
3. Uses a courteous tone
4. Gives reader complete, accurate details
5. Concludes appropriately

Important “Nevers” in Memo Writing

- Never write unnecessary information.
- Never write complicated, hard-to-understand memos.
- Never send memos that have misspelled words, or grammatical errors
- Keep them simple and to the point. Never write rude, blunt, or thoughtless memos.
- Never use complimentary close and salutation in the memo

Format

Name of Company (Letter Head)
Address

Ref. No. _____

Memorandum

To: [Audience]

From: [Person and/or Department issuing the memo]

Date: [Date Sent]

Subject: [Subject of the Memo]

[Opening – Get to the point in the opening paragraph. Keep things simple and short. Make it easy and fast to read.]

[Summary – Provide enough background so all readers understand the history, but again, keep it simple.]

[Conclusion – End with a call to action.]

CC: [Send copies to anyone affected by the memo.]

Attachments: [List any attachments to the memo. Only list items referred to in the body of the memo.]

Sample

Tech Mahindra Pvt. Ltd.
Industrial Area, Phase II, Chandigarh
Mob: +91-98888-88888, Tel: 0172-222222

Ref. No. _____

Memorandum

To: All departments

From: Yogesh Sharma, CEO

Date: September 20, 2020

Subject: Internet use on company time

This is to remind all employees that Internet use on company time is prohibited. Please refrain from checking your personal email, social media accounts, or messaging platforms while on the clock, unless it is on your break time or lunch time.

As noted in the employee handbook, section 2.4., all employees are responsible for:

- Using on-the-clock hours for company projects only.
- Limiting their online interactions while on the clock to clients and fellow employees within the company.
- Applying their break or lunch-time hours to any time spent reading personal email, personal social media accounts, or messages sent for personal use.

As always, we appreciate the time and effort you put into all that you do at Tech Mahindra Pvt. Ltd. and trust that our employees will maintain professional standards at all times while on the clock. If you have questions or concerns about these company policies, please direct them to Megan Smith at ext. 1208.

Assessment Pattern

Students are assessed on the basis of the following parameters:

- Hourly Tests - 2
- Assignments
- Surprise Test
- Quiz
- Student Engagement
- End Semester Exam

References

- <https://web.uvic.ca/~sdoyle/E302/Notes/Memo%20Writing%20tips.html>
- <https://en.wikipedia.org/wiki/Memorandum>
- https://www.edco.ie/_fileupload/Writing%20a%20memo.pdf

