



Unit 1

Introduction

1.1

Overview of the Course

Business English Writing is a specialized course designed for students majoring in Business English and individuals engaged in English-mediated international transactions, especially within regions where English is spoken as a second language (L2). This comprehensive program is dedicated to enhancing students' proficiency in writing across a wide range of business contexts, including but not limited to e-mails, letters, memos, reports, proposals, and content for social media, public relations, marketing, and human resources.

At the heart of this course lie the foundational principles of the writing process. Students will delve into understanding the objectives behind their writing tasks, selecting an appropriate tone and style, accurately identifying their target audience, and constructing compelling thesis statements. Additionally, the curriculum covers the vital aspects of business writing skills, expanding students' business vocabulary, and introducing idiomatic expressions and phrases apt for various business scenarios.

A key feature of this course is its emphasis on practical writing strategies. Participants will learn how to structure their documents effectively, incorporate visual aids to enhance their messages, and refine their drafts through rigorous editing and proofreading exercises. Moreover, the course offers ample opportunities for students to apply their learning in real-world business situations, fostering hands-on experience through writing practice and personalized feedback.

Business English Writing sets out with the goal of molding students into



proficient communicators within the professional business milieu. It aims to bolster their confidence and competence in writing, ensuring that they are well-equipped to navigate the complexities of business communication. By the end of the course, students are expected to master the essential skills and knowledge indispensable for excelling in diverse business writing tasks.

1.2

Course Objectives

The course objectives for Business English Writing are:

- Developing proficiency in writing for various business situations, such as e-mails, letters, memos, reports, proposals, and content for social media, public relations, marketing, and human resources;
- Understanding the purpose of writing in a business context, including choosing the appropriate tone and style, identifying the audience, and crafting a strong thesis statement;
- Expanding business vocabulary and acquiring idiomatic expressions and phrases for different business situations;
- Developing strategies for organizing writing, using visual aids, and editing and proofreading written works;
- Practicing writing in different business contexts and receiving feedback on writing skills;
- Understanding how to write for specific business audiences, such as employees, customers, and stakeholders;
- Developing critical thinking and analytical skills necessary for effective business writing;
- Enhancing cross-cultural communication skills by understanding cultural differences that impact business communication;
- Building confidence in communicating effectively in a professional business setting in written and oral communication.

Overall, these objectives aim to equip students with the necessary skills and knowledge to communicate effectively in a business setting, helping them become competent and confident writers.

1.3

Importance of Business English Writing

Business English writing is important nowadays for several reasons.

1.3.1 Professionalism

Effective communication is essential in any professional setting, and business writing is no exception. Business English writing ensures that the tone, structure, and content of written communication are professional, appropriate, and effective.

1.3.2 Efficiency

Well-written business documents can save time and resources. Clear and concise communication helps ensure that all parties involved understand the messages and can act accordingly, leading to better decision-making and increased productivity.

1.3.3 Reputation

Good business writing reflects positively on an individual, an organization, or a brand. Conversely, poor writing skills can damage an organization's reputation, causing a loss of trust and credibility.

1.3.4 Cross-Cultural Communication

In today's global business environment, it is essential to be able to communicate effectively with people from different cultures. Business English writing provides students with the tools and skills to communicate with international colleagues and clients in the future, avoiding misunderstandings that can arise from cultural differences.

1.3.5 Career Advancement

Strong writing skills can help individuals advance in their careers. Employers value employees who can write clearly and effectively, and excellent writing skills can open up new job opportunities and lead to higher salaries.



Overall, business English writing is a critical skill that can enhance an individual's professional and personal life. Effective communication is the cornerstone of business success, and good writing skills are essential for anyone looking to succeed in the business world.

1.4

Distinctive Features of Business English Writing

Business English writing stands out due to its unique characteristics tailored to the professional environment. This section delves into the distinctive features of business English writing that set it apart from general English writing, focusing on the precision, clarity, and efficiency required in business communication.

1.4.1 Formality and Precision

Business English writing often requires a higher degree of formality compared with general English writing. This includes the use of specific jargon and formal expressions and avoiding colloquial language. Precision is also key, as clarity in conveying exact meanings is crucial in business transactions and communication.

1.4.2 Structured Format and Purpose-Driven Writing

Business documents are typically more structured. They often follow a specific format depending on the type of the document—a report, memo, e-mail, or proposal. Each type serves a specific purpose and thus, the writing style adapts to meet the objective, whether it's to inform, persuade, request, or record.

1.4.3 Conciseness and Clarity

In business writing, conveying messages in a concise and clear manner is valued. This is because business professionals often have limited time; therefore, getting the message across effectively in the shortest possible way is crucial. This doesn't mean oversimplification, but rather, presenting ideas in a direct and unambiguous manner.

1.4.4 Tone Adaptability

The tone in business English writing varies greatly depending on the context, audience, and purpose. For example, a business proposal to a new client may have a more persuasive and formal tone compared with an internal e-mail to colleagues, which might be more casual yet still professional.

1.4.5 Cultural Sensitivity

Given the global nature of business, writing in a culturally sensitive manner is essential. This includes understanding and respecting cultural differences in communication styles and business etiquette, which can vary widely from one region to another.

1.4.6 Focusing on Relationship Building

Unlike general English, business English often entails building and maintaining professional relationships. Therefore, the language used may include elements of diplomacy, politeness, and a degree of personalization, aiming to establish trust and rapport.

1.4.7 Use of Persuasive Language

In many business writing scenarios, especially in marketing, sales, and proposals, persuasive language is a key feature. This involves using language that can influence and convince the reader or recipient to take a certain course of action.

1.4.8 Adaptability to Digital Platforms

With the rise of digital communication, business English writing has adapted to various platforms like e-mails, social media, and professional networking sites. Each platform may require different styles and lengths of writing.

Class Activity 1: *Written communication plays a crucial role in various aspects of business interactions. Have a discussion with your classmates and give some examples that highlight the significance of written communication.*

Class Activity 2: *Clear and effective writing plays a significant role in enhancing credibility and professionalism in various business contexts. Read the following*



examples and then discuss their roles with your classmates.

Example 1: Dear Mr. Smith, I hope this e-mail finds you well. I would like to discuss the upcoming project and the timeline for its execution. Could we schedule a brief call to go over the details?

Example 2: Hey Smith, need 2 talk bout proj. whn free?

Example 3: A quarterly sales report with data, analysis, and insights, using headings and bullet points for clarity.

Example 4: A sales report with scattered information, unclear charts, and missing context.

Example 5: Our proposal outlines a tailored strategy to boost your online presence and increase customer engagement.

Example 6: We can help make u popular online. Let us know if interested.

Example 7: A financial consulting firm's website with clear descriptions of services and expertise.

Example 8: A website with vague descriptions and grammar errors.

Example 9: Experience luxury and comfort with our premium travel packages.

Example 10: You'll like our trips; they're good.

Example 11: An internal memo detailing a new company policy with reasons and implications.

Example 12: An unclear memo leaving employees confused about policy changes.

Example 13: I apologize for the inconvenience. Let me assist you in resolving this issue promptly.

Example 14: Sorry, not my prob. deal with it.

Example 15: A contract with well-defined terms and conditions, written in plain language.

Example 16: A contract with convoluted language and ambiguous clauses.

Class Activity 3: *Poor writing will lead to misunderstandings and missed opportunities in various professional contexts. Point out the problems in the following sentences, including grammatical errors.*

1. Please revise the report and make it better.
2. E-mail Subject Line: Important
3. Their launching a new product they're.
4. Proposal: We have a great idea for a partnership. Let us know if interested.
5. While walking to the office, the car broke down.

6. John told Sarah that he will be late.
7. Reports: Sales are down by 20%.
8. Contracts: A contract's missing details like payment terms, project milestones, and dispute resolution mechanisms.

Class Activity 4: *Try to fill in the blanks of a student's self-reflection worksheet.*

Name: _____ Date: _____

Instructions: Take some time to reflect on your current writing skills and challenges. Be honest in your responses as this will help you identify areas for improvement.

Part 1: Self-Assessment

1. Rate Your Confidence

On a scale of 1 to 5, rate your confidence in your overall writing skills (1—Not confident at all, 5—Very confident).

Overall Writing Skills: _____ Grammar and Punctuation: _____

Vocabulary and Word Choice: _____ Clarity and Organization: _____

2. Identify Your Strengths

(List two areas where you feel confident and proficient in your writing.)

3. Recognize Your Challenges

(List two areas where you feel you need improvement in your writing.)

Part 2: Reflective Questions

1. What Types of Writing Have You Done?

(List any types of writing you have encountered, such as essays, e-mails, reports, etc.)



2. What Aspects of Writing Do You Enjoy?

(Describe what aspects of writing you find enjoyable or engaging.)

3. What Aspects of Writing Do You Find Challenging?

(Explain which aspects of writing you struggle with or find difficult.)

4. How Do You Typically Approach the Writing Process?

(Describe your usual approach when you start writing, including any planning or brainstorming methods.)

5. Are There Specific Grammar or Punctuation Rules You Struggle with?

(Share any particular grammar or punctuation rules that you find confusing or challenging.)

Part 3: Goal Setting

1. What Do You Hope to Achieve in This Course?

(Outline your goals for improving your writing skills during this course.)

2. How Will You Address Your Writing Challenges?

(Describe the steps you plan to take to overcome the challenges you have identified.)

3. Additional Comments or Questions

(Feel free to provide any additional comments, questions, or concerns you may have about improving your writing skills.)

Part 4: Conclusion

Reflecting on your current skills and challenges is the first step towards becoming a better writer. Use this worksheet as a guide to identify areas for growth and set goals for improvement. Your commitment to enhancing your writing skills will contribute to your success in this course and beyond.

Signature: _____

