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B.Com Honours

Semester II

Calicut University

Writing for Academic & Professional Success

Course Code: AEC3 • Module 2 Notes

1. Professional & Business Writing: Letters, Emails, Memos, and Reports

Professional writing is the primary medium of communication in corporate and institutional environments. Clear, concise, and structured writing is critical to operational efficiency and business relationships. This module covers the formats of formal business letters, professional email netiquette, corporate memos, business reports, and the preparation of meeting agendas and minutes.

Official Business Letters & Formatting

Formal business letters follow strict layout formats, such as the Block Format (where all text is left-aligned, single-spaced, with double spacing between paragraphs). Common business letter types include:

- **Letters of Inquiry:** Requesting information about products, services, or vacancies.
- **Letters of Complaint:** Detailing service failures or defective goods, requesting specific resolutions in a polite but firm tone.
- **Job Application Letters:** Accompanying CVs/Resumes to explain how the applicant's qualifications match the position.

Digital Correspondence & Meeting Documentation

Email Netiquette & Memos

- **Subject Line:** Must be clear and descriptive (e.g., "Q2 Budget Review Meeting").
- **Memos (Memorandums):** Short, internal documents used to communicate policies or announcements within an organization.

Agendas & Minutes

- **Agenda:** A pre-meeting document listing topics to be discussed, times allocated, and presenters.
- **Minutes of the Meeting:** The official, written record of discussions, decisions made, and action items assigned during a meeting.

Business Reports & Proposals

Reports and proposals are structured documents used to analyze problems and recommend solutions:

Document Type	Primary Objective	Standard Layout & Content Elements
Business Report	Presents factual information, data analysis, and findings to assist in decision-making.	Title page, Executive Summary, Table of Contents, Introduction, Methodology, Findings, Recommendations.
Business Proposal	Persuades a client or manager to approve a project or buy a service.	Problem statement, proposed solution, timeline, cost estimates, and client benefits.

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