



B.Com Honours

Semester III

Calicut University

English for Communication

Course Code: AEC5 • Module 3 Notes

1. Written Business Communication & Academic Writing

Written communication provides permanent legal records, structures professional transactions, and conveys complex academic research with clarity and precision. Mastering professional correspondence, formal business reports, and structured academic writing is essential for success in higher education and modern corporate environments. This module covers official business letters, professional email netiquette, corporate memos, business reports and proposals, academic essay structure, and citation mechanics.

Official Business Correspondence & Email Netiquette

Formal correspondence adheres to standard layout conventions (such as Block Format) to project professional credibility and organizational efficiency:

Official Business Letters

- **Letters of Inquiry & Order:** Requesting specific product details, pricing, terms of delivery, or formal purchase orders.
- **Complaint & Adjustment Letters:** Detailing service failures or defective goods in a firm yet courteous tone, requesting specific operational remedies.
- **Key Elements:** Sender address, date, inside address, salutation, clear subject line, body paragraphs, complementary close, signature block.

Email Netiquette & Corporate Memos

- **Email Subject Line:** Must be concise and descriptive (e.g., "Project Delta - Q3 Milestone Review").
- **Professional Tone:** Use formal greetings, concise body text, clear bullet points, and appropriate sign-offs ("Sincerely", "Best regards").
- **Internal Memos:** Short internal documents used to communicate policy changes, operational notices, or team updates.

Business Reports, Proposals, & Academic Essay Writing

Reports and academic essays synthesize facts, evidence, and analytical reasoning to guide decision-making and scholarly inquiry:

Document Type	Primary Objective & Purpose	Standard Structural Layout & Components
Business Report	Presents factual data, investigation findings, and objective analysis to solve organizational problems.	Title Page, Table of Contents, Executive Summary, Introduction, Methodology, Findings, Recommendations.
Business Proposal	Persuades prospective clients or management to approve a specific project, service, or financial grant.	Problem Statement, Proposed Solution, Deliverables, Project Timeline, Budget Breakdown, Client Benefits.
Academic Essay	Develops a central thesis statement supported by scholarly evidence, critical analysis, and logical reasoning.	Introduction (Hook & Thesis), Body Paragraphs (Topic Sentences & Evidence), Conclusion (Restated Thesis).

Quoting, Paraphrasing, & Citation Standards

Academic integrity requires proper attribution of all external ideas, data, and quotations:

- Quoting vs. Paraphrasing:** Quoting reproduces exact words inside quotation marks. Paraphrasing rewrites the author's original concepts completely in one's own vocabulary and sentence structure.
- Summarizing:** Condensing large blocks of source text into a brief overview highlighting only the central arguments.
- Citation Styles:** Applying **APA Style** (Author-Date, e.g., Smith, 2022) or **MLA Style** (Author-Page, e.g., Smith 45) for both in-text citations and the end-of-text reference list.

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