



UNIVERSITI TEKNOLOGI MARA
BEL432: BUSINESS AND PROFESSIONAL CORRESPONDENCE

Course Name (English)	BUSINESS AND PROFESSIONAL CORRESPONDENCE APPROVED
Course Code	BEL432
MQF Credit	2
Course Description	This is a course designed to provide students with the language skills necessary to communicate effectively when writing letters, memos and emails in work-related situations. It focuses on developing students' ability to analyse and produce written business correspondence using the correct language, format, structure and tone.
Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts. Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination, and accountability. Demonstrate ability to communicate clearly and confidently, and listen critically. Demonstrate ability to socialize with people from different walks of life. Demonstrate enthusiasm, leadership and the ability to positively influence others. Demonstrate maturity of thoughts when responding to multiple inputs and contexts.
Teaching Methodologies	Lectures, Language Enrichment Activities, Reading With Emphasis On Vocabulary, Discussion
CLO	CLO1 Practise good values and attitudes in written form for business correspondence CLO2 Communicate and articulate ideas effectively using appropriate language for business correspondence in written form. CLO3 Retrieve and manage information to prepare a portfolio of formal business correspondence
Pre-Requisite Courses	No course recommendations
Topics	
1. Qualities of good business letters, memos and emails 1.1) Business writing basics 1.2) Business writing etiquette 1.3) Building goodwill 1.4) Constructing effective sentences	
2. Technical and language aspects in writing business correspondence 2.1) 2.1 Format 2.2) Fully block 2.3) Modified block 2.4) Semi-block 2.5) 2.6) 2.2 Parts of business letters/memos/emails 2.7) Heading (Letter head/Sender's address/e-mail address) 2.8) Date 2.9) Inside address 2.10) Salutation 2.11) Reference line 2.12) Complimentary closure 2.13) Enclosure 2.14) Body Section	

2.15) Introduction 2.16) Details 2.17) Closure 2.18) 2.19) 2.3 Etiquette in writing business letters, memos and emails 2.20) 2.21) 2.4 Language aspects in writing business letters, memos and emails
3. Systematic and structured approach to writing business letters, memos and emails 3.1) Opening 3.2) Giving information 3.3) Making requests 3.4) Closing
4. Blended learning 1. Language appropriate for business letters, email and memos. Portfolio 4.1) N/A
5. Types of business letters 5.1) 5.1 Routine business letters 5.2) Enquiries and replies 5.3) Procurement and replies 5.4) 5.5) 5.2 Bad message letters 5.6) Complaints and adjustments 5.7) Resignation
6. Write routine business letters 6.1) N/A
7. Blended Learning 2. Business Letter Format Portfolio 7.1) N/A
8. Systematic and structured approach to writing business letters, memos and email 8.1) N/A
9. Blended learning 3- Bad message letters 9.1) N/A
10. Bad Message Letters 10.1) N/A
11. Test- Bad Message Letters 11.1) N/A
12. Portfolio 12.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	assignment	25%	CLO1
	Portfolio/Log Book	Portfolio	15%	CLO3
	Test	Test	60%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> Taylor, S. 2012, <i>Model business letters, emails and other business documents. (7th ed.)</i>, USA: Financial Times Press
	Reference Book Resources	<ul style="list-style-type: none"> Crowther, M.O. 2012, <i>How to Write Letters (Formerly The Book of Letters)</i>, Minneapolis, MN USA: Fili-Quarian Classics. Geffner, A.B. 2013, <i>How to Write Business Letters</i>, Barron's Educational Series Inc. Guffey, M. A. & Loewy, D 2011, <i>Essentials of business communication</i>, Ohio: Cengage Learning Inc. Lehman, C. M. & Dufrene, D. D. 2011, <i>Business communication</i>, Ohio: Cengage Learning Inc. Merrier, Kirzan. 2010, <i>Business communication (8th ed.)</i>, Cengage Learning Inc. Muckian, M. 2010, <i>The business letter handbook: How to write effective letters and memos for every business situation.</i>, USA: F&W Media, Inc. Ober, S. 2009, <i>Contemporary business communication (7th ed.)</i>, Ohio: Cengage Learning Inc. Poe, R.W. 2006, <i>The McGraw-Hill Handbook of Business Letters (4th Edition) (International Edition)</i>, Boston: Mc Graw Hill Seglin, J.L. with Coleman, E. 2012, <i>The AMA handbook of business letters. (4th ed.)</i>, USA: AMACOM Books. Watson, H. 2012, <i>Applied Business Correspondence (Classic Reprint).</i>, Charleston, SC, USA: Forgotten Books.
Article/Paper List	This Course does not have any article/paper resources	
Other References	<ul style="list-style-type: none"> Internet sources Lim, M. 2014, <i>What is the Difference between Procurement and Purchasing?</i> http://Retrieved from https://blog.procurify.com/2014/02/07/wh-at-is-the-difference-between-procurement-and-purchasing/ Internet sources Purdue University 2014, <i>The Purdue OWL: Professional, Technical Writing, OWL Writing Lab.</i> https://owl.english.purdue.edu/owl/section/4/16/ 	