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Business Correspondence

Distanční studijní text

Lukáš Varga

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FAKULTA V OPAVĚ

- Obor:** English philology, Economics, Marketing, Business, Teaching, Psychology, Sociology, IT
- Klíčová slova:** Business Correspondence, Written Versus Electronic Documents, Effective Writing, Neutral Letters, Letters of Request, Letters of Inquiry, Letters of Proposal, Letters of Complaint, Letters of Claim, Contracts, Letters of Bid, Covering Letters, Curriculum Vitae, Application Forms, Dismissal Documents
- Anotace:** The main aim of this material is introduce the problematice of the business correepondence, its main features and documents being typically used. Students will get familiar with the basic types of correspondence related to the business sphere, their styles, language elements and phrases which they are being used with and based on the practical examples, they will learn how to use such documents in the real life situations.

Autor: **Mgr. Lukáš Varga**

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ÚVODEM

The material is intended for the distance students of Economics, Business related field, IT studies, Sociology, Psychology, or English philology.

The material itself is divided into thirteen main chapters, each of them dealing with a specific field of the business correspondence in the current world.

Each chapter includes the examples and additional questions to check the knowledge and the information being gathered during the studies. The questions sections are always listed at the end of the chapters with the answers provided separately in the Moodle section. Students are asked to answer the questions to check their knowledge and the theory of the given chapter.

Additionally, there are tasks intended for the students and their homework to be done in order to practise mainly the usage of the given topic. Based on the tasks, students will practise creating various types of business letters, or email according to the example situations given, or based on the information they can come up with themselves.

Students should be always prepared for the following lessons since the chapters are connected to each other and the knowledge of the previous one is crucial.

Generally speaking, once passing the whole course, students will be able to deal with the given documents not only in the theoretical point of view, but mainly from the practical one.

RYCHLÝ NÁHLED STUDIJNÍ OPORY

The material is divided into the thirteen separate chapters, each of them dealing with the specific field of the business correspondence. Once passing the course, students will be familiar with the most relevant features of the correspondence in the current business communication.

The first chapter *Introduction to the business correspondence* deals with the main styles and forms of the correspondence and gives students the general view of the communication in the field.

Second chapter, called *Written versus Electronic Documents* deals with the differences between the electronic and written kinds of correspondence and shares the ways of information exchange while speaking about such kinds of communication.

Effective Business Writing deals with the forms and ways how to share the information in the most effective way, what styles and forms to use, etc.

Neutral Letters is a chapter which focuses on separate category of the business correspondence which do not require any emotional, nor pushy way how to get the information needed from the recipient.

Letters of Inquiry, Letters of Request, Letters of Proposal, Letters of Bid, Letters of Complaint, or Letters of Claim are chapters which deal with the practical usage of such kinds of letters, their main features and selected vocabulary being used.

On the other hand, students will get familiar with the way how to create their own *Curriculum Vitae, Covering letters* and how to share all the relevant information about them in the *Application Forms*. Such documents will have a significant impact while applying for a job.

Contracts and *Dismissal Documents* will show and present the basic features of the documents being signed between two parties and what information need to be included. Such documents will present the way how people can be made redundant, how to terminate the contract, etc.

Additional Documents will briefly present another kinds of documents which can have a significant role in the business and marketing sphere as well as their main features and elements in order to distinguish them mainly in practise.

To sum up, the last and final chapter *Practical Usage* is the general overview of the topics being discussed and focuses mainly in the practical usage of the selected elements mentioned in the previous chapters. Students will have a chance to focus on the practical tasks and work on their own.

1 INTRODUCTION TO THE BUSINESS CORRESPONDENCE



RYCHLÝ NÁHLED KAPITOLY

The main aim of this chapter is to introduce the business correspondence means, its features and basic elements in the modern world of technology. The content of the chapter focuses on the basic types of business letters, the phenomenon of the electronic letters and email communication, as well as the differences between the written and electronic letters.



CÍLE KAPITOLY

Based on the terminology and the basic features of the business correspondence, students will get familiar with the business letters and emails standards and the way those are being applied in the modern world of communication. Students will be able to differentiate and name the main types of business correspondence and use them in practice.



KLÍČOVÁ SLOVA KAPITOLY

Business correspondence, types of business correspondence, internal correspondence, external correspondence, routine correspondence, sales correspondence, personalized correspondence, circular, sales letter, order letter, complaint letter, adjustment letter, inquiry letter, follow-up letter, letter of recommendation, acknowledgment letter, cover letter, letter of resignation, electronic letter, written letter

1.1 Business correspondence definition

Business correspondence is the way of expressing information in the business context. Such information is mostly expressed in the written communication.

The correspondence itself has numbers of importance in the business field. One of its most important features is the ease of reaching target, or goals, and communicating with

different parties since it is not always possible to meet people or business partners face to face. Another important feature is to help the business reaching various organizational goals¹.

1.1.1 BUSINESS CORRESPONDENCE PURPOSE

There are several main ways which the modern business correspondence is generally used for. Business correspondence is aimed to be used for the communication between companies, or organizations, as well between two legal entities.

The most important fields which the correspondence is used for include²:

- **Maintaining a proper relationship** - helps in maintaining the proper relationships between the parties. Business correspondence strengthens the business and helps in the internal communication. It makes communication within the organization more clear and precise.
- **Serves as evidence** - any written form of communication serves as evidence. Business correspondence helps a person / legal entity in business to keep a record of all the facts. Such written records will serve as evidence.
- **Create and maintain goodwill** - helps in creating and maintaining goodwill between a business entity and a customer. Any kind of a letter to enquire, complaint, suggestion or feedbacks helps a company to grow and maintain goodwill.
- **Inexpensive and convenient** - is a cheap and convenient form of business communication.
- **Formal way of communication** - business communication serves as a formal communication between two organizations, or legal entities. It may be a seller and a buyer, an employee and an employer. The language used is formal and logical.
- **Helps in the business expansion** - business correspondence helps the business to achieve the set goal. It also ensures the expansion of the business with no waste of time and proper utilization of manpower and resources.

1.1.2 TYPES OF BUSINESS CORRESPONDENCE

There are several basic kinds of business correspondence based on the purpose, content and the form. Such kinds of correspondence have some basic elements in common including the formal language usage, salutations, or the internal form, as such division

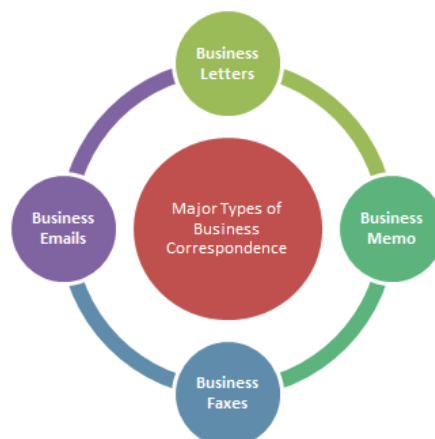
¹ “Meaning and Importance of Business Correspondence ”, accessed 10 April, 2019, <https://www.toppr.com/guides/business-communication-and-ethics/business-correspondence/meaning-and-importance-of-business-correspondence>

² “Meaning and Importance of Business Correspondence ”, accessed 10 April, 2019, <https://www.toppr.com/guides/business-communication-and-ethics/business-correspondence/meaning-and-importance-of-business-correspondence>

into paragraphs. Additionally, those kinds of letters are always supposed to be brief, precise and convenient, as mentioned above.

The basic types of business letters include the following³:

- **Internal correspondence** – refers to the correspondence between individuals, departments, or branches of the same company
- **External correspondence** - refers to the correspondence between two individuals, or legal entities which are not of the same organization, such as a customer and suppliers, banks, educational institutions, government departments, etc.
- **Routine correspondence** - refers to the correspondence on routine manners. Such correspondence is generally made for inquiries, orders, replies, acknowledgments, invitation, or appointment letters.
- **Sales correspondence** - refers to the correspondence related to the sales such as sales letters, sales reports, invoices, confirmation of orders, delivery letters, statement of accounts, etc.
- **Personalized correspondence** - refers to the correspondence based on emotional factors such as letters of the request, recommendation, congratulations, letters of introduction, granting or the refusal of terms, etc.
- **Circulars** - refers to the communication of common matters to a large number of people, or firms such as notices of tenders, change of address, an opening of the new branch, an introduction of new products, etc.



³ “5 Common Types of Business Correspondence”, accessed on 12 April, 2019, <http://foundersguide.com/5-common-types-of-business-correspondence/>

1.1.3 TYPES OF LETTERS IN BUSINESS CORRESPONDENCE

While speaking about the basic types of letters in the business correspondence, mention has to be made about those kinds below written with the specific purpose and the content⁴:

- **Sales letters** - start off with a very strong statement to capture the interest of the reader. Since the purpose is to get the reader to do something, these letters include strong calls to action, detail the benefit to the reader of taking the action and include information to help the reader to act, such as including a telephone number or website link.
- **Order letters** - sent by consumers or businesses to a manufacturer, retailer or wholesaler to order goods or services. These letters must contain specific information such as model number, name of the product, the quantity desired and expected price, or payment conditions.
- **Complaint letters** - words and tones chosen to use in a letter complaining to a business may be the deciding factor on whether the complaint is satisfied. The voice needs to be direct but tactful and always professional.
- **Adjustment letters** - is normally sent in response to a claim or a complaint. If the adjustment is in the customer's favour, the letter is supposed to start with that news. If not, the tone needs to remain factual and let the customer know that the complaint is understood.
- **Inquiry letters** - ask a question or elicit information from the recipient. When composing this type of letter, it needs to be clear and succinct as well as to list exactly what information is needed. The contact information needs to be included so that it is easy for the reader to respond.
- **Follow-up letters** - are usually sent after some type of initial communication. This could be a sales department thanking a customer for an order, a businessman reviewing the outcome of a meeting or a job seeker inquiring about the status of his application. In many cases, these letters are a combination thank-you note and sales letter.
- **Letters of recommendation** - prospective employers often ask job applicants for letters of recommendation before they hire them. This type of letter is usually from a previous employer or a professor, and it describes the sender's relationship with and opinion of the job seeker.
- **Acknowledgment letters** - act as simple receipts. Businesses send them to let others know that they have received a prior communication, but action may or may not have taken place.
- **Cover letters** - usually accompany a package, report or other merchandise. Those are used to describe what is enclosed, why it is being sent and what the recipient should do with it, if there is any action that needs to be taken. These types of letters are generally very short and succinct.
- **Letters of resignation** - when an employee plans to leave his job, a letter of resignation is usually sent to his immediate manager giving him notice and

⁴ "10 Types of Business Letters", Hannah Wickford, accessed on 13 April, 2019, <https://work.chron.com/10-types-business-letters-9438.html>

letting him know when the last day of employment will be. In many cases, the employee also will detail his reason for leaving the company.

1.1.4 PHENOMENON OF THE ELECTRONIC LETTERS

The business correspondence went through many changes in the recent years especially, in the way of information sharing. Internet, emails and the social media spread the modern era of technology and contributed to an easier way of sharing the data among the organizations and the companies.

The involved parties include the legal entities as well as organizations. The main media being used in the information era include the social media, networking, emails, etc.

One of the easiest and the cheapest way of information sharing is the email communication. Sending emails can easily save the time, human sources and it is much quicker than personal meetings. Additionally, email communication is a way how more parties can get involved and be addressed with the specific purpose.

Even though emails are the easiest and quickest way of communication, written form of communication remain popular as well.

1.1.5 WRITTEN AND ELECTRONIC LETTERS

Written and electronic communication is one of the most common forms of commercial communication currently used mainly in office and office environments. This type of communication includes e-mails, letters, or any other kind of writing. In written communication, it is common for recipients to read between lines or search for implied meaning. Understanding how to write clearly and briefly is particularly important in the business environment.

The main difference between written and electronic letters is mainly in the form and the way such letters are being composed. While the written letter include the sender's address as well as the addressee's, the hand-written signature, those composed in the emails do not. There are several other features of the written letters which will be mentioned in the following chapter of this material.



KONTROLNÍ OTÁZKY

Answer the following questions based on the content of the chapter:

- 1.) What is business correspondence and what is the main purpose of its use?

- 2.) Name the main types of business letters you remember from the chapter.
- 3.) What types of business correspondence do you remember?
- 4.) What would you say are the basic differences between the written and electronic letters?

SHRNUTÍ KAPITOLY



Based on the theory of the business correspondence, students got familiar with the basic terminology, types of correspondence letters, types of correspondence in general, differences between the written and electronic communication, as well as phenomenon of modern ways of business correspondence. Following chapters will describe several additional phenomena of the business correspondence in a closer way with more details to be discussed.

2 WRITTEN VERSUS ELECTRONIC DOCUMENTS



RYCHLÝ NÁHLED KAPITOLY

The main aim of this chapter is to introduce the written and electronic forms of business correspondence, their features and basic elements in the modern world of technology. The content of the chapter focuses on the basic elements of business letters, electronic mails and their usage in the modern business world.



CÍLE KAPITOLY

Based on the terminology and the basic features of the written and electronic business correspondence, students will get familiar with the business letters and emails standards and the way those are being applied in the modern world of communication. Students will be able to differentiate and name the main types of written and electronic business correspondence and use them in practise. Students will get familiar with the main elements and features of such business communication.



KLÍČOVÁ SLOVA KAPITOLY

Written business correspondence, business letter, letterhead, heading, reference, inside address, subject, greetings, opening part, main part, concluding part, complimentary close, enclosure, copy circulation, postscriptum, electronic correspondence, email, recipient

2.1 Written business correspondence

The written business correspondence represents a significant role in the modern era of technology and business in terms of information sharing. Such documents are important especially as a written evidence used to share the information such as contracts, receipts, bills, invoices, letters of inquiries, complaints, etc.

Such documents are mostly archived for the future reference and can be used as a legal record in case the mutual agreement between two parties, or legal entities is disrupted, or the conditions of the cooperation are not kept.

2.1.1 BUSINESS LETTER DEFINITION

Business letter is a document organizations and companies use to communicate in a professional way with their customers, other companies, clients, shareholders, investors, etc. Business letter uses formal language and a specific format and companies use it to convey important information and messages. An individual can also use it while writing an application for a job, cover letters, or any formal document.

Such kind of a letter is mostly written for business purpose such as inquiries, letters of offer, order letters, cover letters, notices, or termination of employment.

There is a pre-specified format for writing a business letter. There are some parts of a business letter and rules associated with them which always need to be followed.

2.1.2 WRITTEN CORRESPONDENCE AND ITS FEATURES

There are several features of the written correspondence that need to be included in such documents. Such basic features include mainly the formal language, the documents need to be precise, concise, coherent and straight-to-the-point.

The basic elements of the written correspondence features include⁵:

- 1.) **The Heading or Letterhead** – usually contains the name and the address of the business, or an organization, email address, contact number, trademark, or logo of the business
- 2.) **Date** – usually on the right-hand side corner of the letter below the heading itself
- 3.) **Reference** – shows the department of the organization sending the letter. The letter number can be used in the reference as well
- 4.) **The Inside Address** – includes the name, address, postal code, job title of the recipient, usually mentioned after the reference. The address is usually placed on the left-hand side of the sheet
- 5.) **Subject** – brief statement mentioning the reason for writing the letter, should be clear, eye catchy, short, simple, easily understandable

⁵ “Defining Features of a Business Letter”, Kara Page, accessed on 13 April, 2019, <https://smallbusiness.chron.com/defining-features-business-letter-25304.html>

- 6.) **Greetings** – contains the words to greet the recipient, so called the salutation, depending upon the relationship with the recipient. Usually contains words like *Dear, Respected, Sir/madam*. Comma (,) always follows the salutation
- 7.) **Body Paragraphs** – the main part of the letter, usually containing the main message of the letter. The body must be clear and simple to be understood. It is usually divided into three main categories:
 - a.] **Opening part** - The first paragraph of the mail writing must state the introduction of the writer. It also contains the previous correspondence if any.
 - b.] **Main part** - This paragraph states the main idea or the reason for writing. It must be clear, concise, complete, and to the point.
 - c.] **Concluding part** - It is the conclusion of the business letter. It shows the suggestions or the need of the action. The closing of the letter shows the expectation of the sender from the recipient. Always end your mail by courteous words like thanking you, warm regards, look forward to hearing from your side etc.
- 8.) **Complimentary Close** – a humble way of ending a letter, written in accordance with the salutation. The most generally used close are: *Yours faithfully, Yours sincerely, Thanks, Regards, Kind regards*.
- 9.) **Signature and Writer's Identification** – includes signature, name and designation of the sender; other details like the contact number, address, etc. The signature is handwritten just above the name of the sender.
- 10.) **Enclosures** – show the documents attached to the letter. Those can be cheque, draft, bills, receipts, invoices, etc.; usually listed one by one.
- 11.) **Copy Circulation** – needed when the copies of the letter are sent to other people, usually denoted as C.C.
- 12.) **PostScript** – sender can mention it when he wants to add something other than the message in the body of the letter; usually written as P.S.

2.2 Electronic business correspondence

Typical electronic business correspondence include mainly the email communication, or so called electronic mail. Such kind of correspondence allows two parties to communicated between each other in a quick and bried way especially, to share the information needed for various projects, details of the contracts, drafts, or additional information needed.

Electronic correspondence can serve as an evidence as well but it cannot be considered as a legal document since it does not contain the stamp, signature, or another legal features. The advantages of the email communication can include:

- Fast way of communication between two parties
- Cheap, inexpensive way of communication sharing
- Several attachments can be included and shared with a second party
- Can be sent to as many people as possible

On the other hand, there can be several disadvantages of the electronic email communication such as:

- Viruses can be easily spread via email correspondence
- Email can be insecure way of communication
- Can be used for spamming
- Can be used for phishing – emails pretending to be from the bank institutions, asking customers to enter their bankd details becuae of some problems⁶

2.2.1 ELECTRONIC MAIL FEATURES

The basic features of the electronic mail include:

- 1.) Email address of the recipient** – if needed, more email addresses of more recipients can be included. For those recipients who are not as important, those can be mentioned in the copy
- 2.) Subject** – brief and precise matter of the email, shows the purpose of the message, should be eye catchy and straight-to-the point to attract the atten-

⁶ “Features of E-mail”, accessed on 13 April, 2019, <https://www.slideshare.net/mrscjrobertson/e-mail-features-14128598>

tion of the recipient / recipients. It should include the key words of the email content

3.) Body of the email – the main content of the email with the main information being shared to attract the attention of the recipient. The body of the email should be divided into the three main parts (the same like in the written communication):

a.] Opening part - the first paragraph of the email must state the introduction of the email content. It can also contain the previous correspondence if any.

b.] Main part - this paragraph states the main idea or the reason for writing. It must be clear, concise, complete, and to the point.

c.] Concluding part - is the conclusion of the email. It shows the suggestions or the need of the action. The closing of the email shows the expectation of the sender from the recipient. Always end the email by courteous words like thanking you, warm regards, look forward to hearing from your side etc.

4.) Complimentary Close – a humble way of ending a letter, written in accordance with the salutation. The most generally used close are: *Yours faithfully, Yours sincerely, Thanks, Regards, Kind regards.*

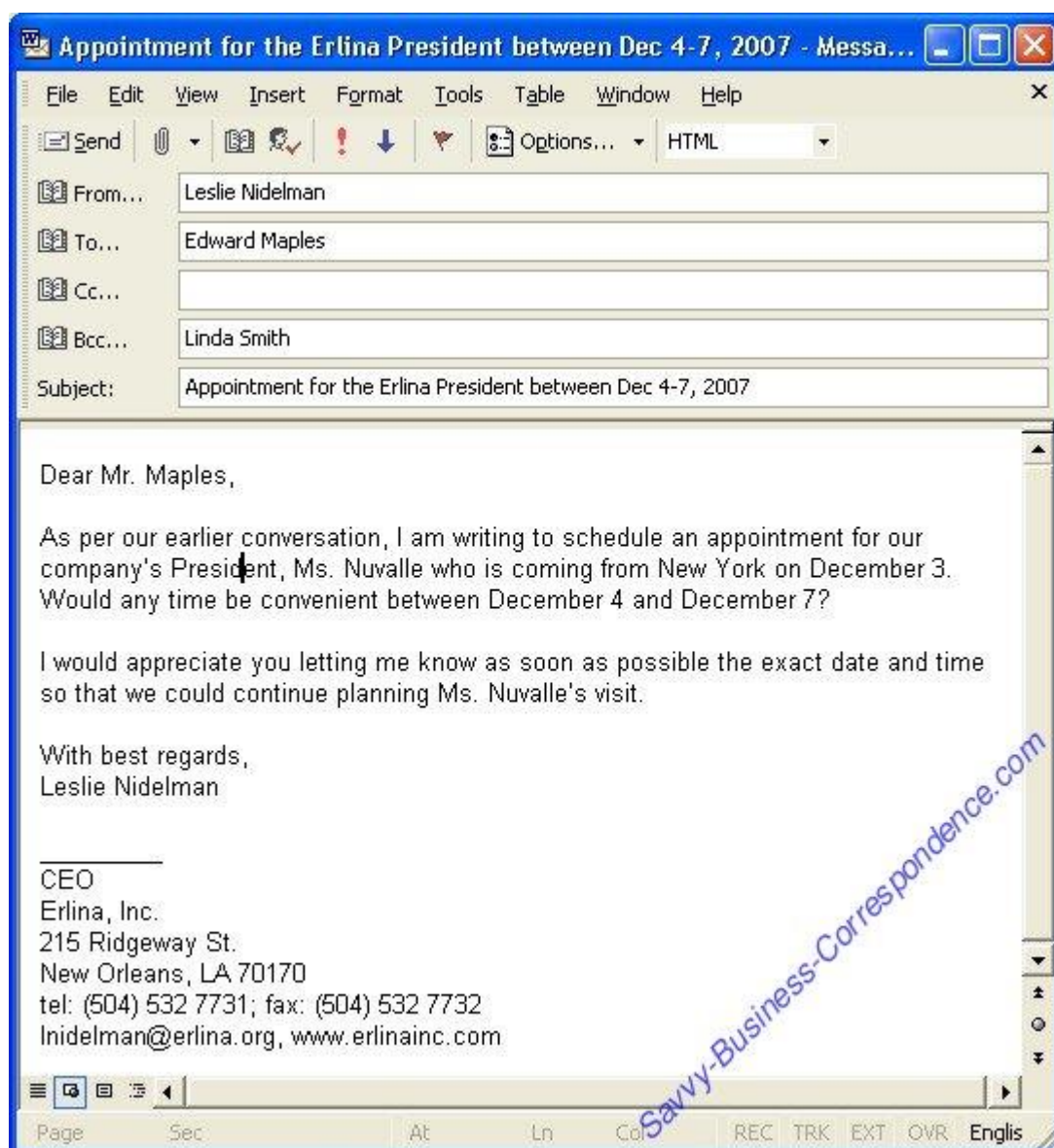
5.) Signature and Writer's Identification – includes signature, name and designation of the sender; other details like the contact number, address, logo of the company, etc.

6.) Enclosures – show the documents attached to the letter. Those can be cheque, draft, bills, receipts, invoices, etc.; usually listed one by one.



K ZAPAMATOVÁNÍ

Review the following business email and try to memorize its main features and basic elements in order to be able to create such business email in practise.



KONTROLNÍ OTÁZKA



What you remember from the chapter. Answer the following questions:

- 1.) What are the main features of a written business letter?
- 2.) What are the main features of an email business letter?
- 3.) Are there any differences between a written letter and an email?



SHRNUTÍ KAPITOLY

Based on the terminology and the basic features of the written and electronic business correspondence, students got familiar with the way what such types of correspondence should include and contain in order to be able to distinguish and compose the documents in the practical life. Following chapters will focus on the specific types of business correspondence and describe their features in a more detailed way.

3 EFFECTIVE BUSINESS WRITING

RYCHLÝ NÁHLED KAPITOLY



The main aim of this chapter is to introduce the basic elements and features typically being used while creating a letter, or an email in the business field, as well as in a common matters. The chapter will introduce basic writing guidelines, writing tips and features that can help students with organizing the thoughts, ideas and other features while creating emails, or letters. Additionally, the chapter will focus on the basic writing styles and their usage in practise.

CÍLE KAPITOLY



Students will get familiar with the basic guidelines and communication styles while creating business emails, or letters and the features that they need to pay attention to in order to follow the standard guidelines and procedures in the business correspondence.

KLÍČOVÁ SLOVA KAPITOLY



Business letter writing guidelines, writing features, formal, informal, proofreading, correspondence style, communication style, analytical style, logic, small-talk, intuitive style, direct instruction, intuitive communicator, visualization, functional style, complete plan, feedback, personal style,

3.1 Business letter writing guidelines

Writing and receiving emails and letters has become an inevitable part of everyday life, both in private and business correspondence. When writing an email, or a letter either to family or friends, it may be as casual as people want.

While considering a business email, or a a letter writing, there are some etiquette rules and guidelines that need to be followed and that everyone is required to respect, even if you are a non-native English speaker.

3.1.1 BUSINESS WRITING TIPS AND FEATURES

There are several elements a business letter and an email should contain in order to reach the goals and respect the rules of standard business correspondence guidelines. Such elements include the following⁷:

- **Subject line says a lot** - subject line always the first thing a recipient reads. The decision of whether or not to open an email depends highly on how the subject line looks. Make sure the subject line, is always simple, specific, brief but catchy. Several key words can be mentioned in the subject line as well.
- **Start an email with greetings** - it is always important to have a contact name, unless a recipient is unknown (in “*to whom it may concern*” case). If needed, do not be shy to call and ask for the person’s name. Some people use informal salutations, such as “*Good morning*” or “*Hi*“. It totally depends on how formal your relationships are.
- **Say thank you** - if a person has replied to an email, people should thank him/her by writing “*Thank you for your (prompt) reply*“. It is important to start an email on a positive note, as it creates a good first impression of the second party.
- **Be clear and precise** - no matter how complex an email appears to be, try to define its purpose clearly at the very beginning of the email by writing “*I am contacting you as...*” or “*I am writing to you in reference to/regarding...*”. It helps the reader understand the purpose of an email. Being clear and precise is important, as most business people have no time to read all emails they receive. Being specific about the purpose of your email will save them time and will be much appreciated.
- **Save Someone’s Time** - to save everyone’s precious time, keep the emails specific and concise. It is also a good idea to split the body of the email into several paragraphs, based on the topics being raised. Bullet-points which makes the email easy to read can be used as well.

⁷ “10 Tips on How to Write a Business E-mail in English”, Ilac, accessed on 14 April, 2019, <https://www.ilac.com/10-tips-on-how-to-write-a-business-email-in-english/>

- **Informal vs. Formal** – the manner of speaking depends on who we are talking to. It usually comes naturally and is based on your relationship with an interlocutor, or the recipient.
- **Do not avoid the negative** - delivering bad news is never easy but it is something people have to do sometimes, when working in a business environment. One of the good ways is to provide a reader with neutral or positive information first. Only then move to the negative part, explaining what caused it and why it is important. The goal is not to hide or minimize the scope of the problem but to leave the reader with the impression that you care or you are taking action to fix it.
- **The last vow** - before ending the email, thank the recipient one more time by saying *“Thank you for your consideration”*. It is also very common to add *“should you have any questions, please do not hesitate contact me”* or *“I look forward to hearing from you”*.
- **Write a closing to an email** – after an email is constructed and written, it requires a closing too. There are many ways to do so, and again, it depends on the formality of relationships between the author and the reader. Several phrases can include: – *Yours sincerely*, (when you know the name of the recipient, formal), *Best regards*, or *Kind regards*, (formal, most common), *Take care*, *Thank you*, or *Have a nice day* (less formal)
- **Proofreading** – it is very important to reread an email carefully before hitting the send button, or send it physically. Check if there are any typos, grammatical or punctuation errors, or inappropriate word usage.

3.1.2 BUSINESS CORRESPONDENCE STYLES

There are several types of communication styles which can be applied not only in the business correspondence, but in the neutral informal letters.

Such features and communication styles include the following⁸:

- **Analytical communication style** – such style prefers to work with data and facts and use them to support what they say. Analytical communica-

⁸ “4 Business Communication Styles and to Cater to Each”, Organizational Design, accessed on 15 April, 2019, <https://www.organimi.com/business-communication-styles/>

tors are often common in upper-management types. While it may seem less personal, analytical communication is a great way to make solid arguments for initiatives that people believe in. Analytical communicators use very precise and rehearsed language to make their points. Basic features of the analytical communication style include:

a.] Use numbers to back up your points. While other styles might want a more top-down view of the company's status, analytical communicators prefer hard facts and numbers to display the point.

b.] Use logic instead of emotions. Analytical communicators will always prefer to use logic instead of emotions to make their points. Major business decisions with this group must always include hard facts that help to demonstrate their point of view.

c.] A lack of small-talk. Analytical communicators are not generally the best conversationalists on the personal level. Limit small talk to communicate effectively with analytical-style communicators.

- **Intuitive communication style** - prefers a more casual, common-sense based approach to communicating ideas. Such style wants to understand the big-picture concepts and is not interested in getting too bogged down in the details of the idea. In many ways, intuitive communicators are the opposite of analytical communicators, who prefer to have all of the relevant details on hand when making a decision:

a.] Short and direct instructions. Intuitive communicators want a broad overview or step-by-step instructions, without all of the distractions that small details can present. When communicating with people that prefer this style, limit what you give them only to what will pertain directly to them. They want to know why you have chosen this path in a big picture way.

b.] Big ideas come from intuitive communicators. Intuitive communicators are comfortable forming and working with big ideas. They prefer unconventional thinking at times. Give them the opportunity to express their ideas and have them taken seriously, and they will be happier in the workplace.

c.] Intuitive communicators generally prefer visuals. Intuitive communicators like to have the ideas they are discussing visualized. Creating organizational charts can be a great way to visualize the structure of a company for intuitive communicators.

- **Functional communication style** - prefers to focus on the process as a whole. Such style will take the time to put together a step-by-step plan for their tasks and projects to ensure that nothing gets missed. If people want to communicate in the functional style or work with people who do, keep things facts in mind to tailor your communication to the style for an effective outcome:

a.] Complete plans. Functional communicators like to have the full plans laid out in front of them, preferably step-by-step. Give them time to review a process before you begin implementing it. They want to have a complete understanding of their responsibilities, timelines, and other information to ensure that they have a complete grasp of the project.

b.] Ask questions. Functional communicators will ask a lot of questions. They will connect with leadership styles that allow them to ask questions and receive thoughtful answers in return.

c.] Feedback plays a big role. Functional communicators rely on feedback from their peers to improve over time. They may ask for feedback from those that use other business communication styles to see things from another perspective.

- **Personal communication style** - put the focus on relationships and emotions. They form connections with their colleagues to better understand what they are thinking. There are a few points that need to be taken into account when working with personal communicators to ensure a successful outcome:

a.] Speak in-person whenever possible. Personal communicators react more positively to personal communications. They want to know how you think and feel and are less concerned with the details. Communicating through email can be an aggravating experience for them.

b.] Lay your feelings out. Personal communicators feel better when they know how you are feeling. Don't be afraid to give them a straight-answer regarding how you are feeling about a project or subject. Take the time to let them into your thoughts to develop a better connection with personal communicators.



KONTROLNÍ OTÁZKA

What you remember. Based on the content of the chapter, answer the following questions:

- 1.) What are the basic features of the appropriate business correspondence?
- 2.) What correspondence styles do you know?
- 3.) What correspondence style would you use in the business contexts and which of them in personal communication? Why?



SHRNUTÍ KAPITOLY

Based on the theory and the information provided in the chapter, students got familiar with the basic elements and guidelines for the business correspondence writing as

well as those features for neutral and personal correspondence. Students got a chance to memorize the proofreading element as well which is one of the most important elements in the writing. Additionally, those important writing communication styles have been memorized as well. Students will have a chance to use those features in practise based on the examples in the following chapters.

4 NEUTRAL LETTERS



RYCHLÝ NÁHLED KAPITOLY

The main aim of this chapter is to introduce the problematics of the neutral letters and their main features, types of neutral letters being used in the context of business and informal correspondence and their basic elements. The chapter contains the main difference between the formality and informality being used in the neutral correspondence as well.



CÍLE KAPITOLY

Students will get familiar with the basic definition of neutral letters and will be able to distinguish the main types of such correspondence in formal and informal contexts.



KLÍČOVÁ SLOVA KAPITOLY

Neutral letter, letter of bid, letter of proposal, acceptance letter, acknowledge letter, insurance letter, invitation letter, income tax letter, letter of request, letter of inquiry, invitation card

4.1 Neutral letters and their definition

Neutral letters are kinds of letters typically used in the business contexts where no emotions, nor another features of a demand from the customer's / recipient's side is needed. Such kinds of letters can address the recipient in a way of the follow-up needed but not being pushed for the action.

Senders can generally expect the recipient to respond, or follow up on the content of the shared information but it does not have to be applied.

While speaking about the structure and the language elements, the neutral letters always include and demand the usage of formal language, organized form and the selected usage of vocabulary needed. Specific language features such as jargon, or technical language can be applied as well.

4.1.1 TYPES OF NEUTRAL LETTERS

Standard types of neutral letters can include the following forms of business correspondence; either in a written, or electronic form (emails, etc.):

- **Letter of bid / proposal** – a kind of business letter written in the purpose of proposing either a mutual cooperation, or collaboration addressed either to an individual, or a group of people, company. It demands the formal language and being straight-to-the point. An additional feature can include a cover letter with the attachments needed for the documentation of the proposed idea.
- **Acceptance letter** – a kind of letter being either to an individual, or a group of people indicating the acceptance or rejection of the proposed collaboration, or cooperation. Additionally, it can be applied in the field of academic studies and such letter can be sent to the future-to-be students. Alternatively, it can be sent to a potential employee. It demands formal language and being clear and precise.
- **Acknowledge letter** – a kind of letter acknowledging either an individual's or company's efforts towards the goals wished to be reached. It can stand as a variation of the confirmation letter and can be applied in various fields starting from academic field, business, marketing, financial sphere, etc.
- **Insurance letter** – a kind of letter which is issued by an insurance company providing the insurance either to an individual, or a group of people, the letter or a document itself usually contains the basic details of the insured person as well as the conditions of the insurance being provided.
- **Invitation letter** – is a kind of document / letter which is addressed either to an individual, or a group of people requesting, or inviting them for a specific social event such a party, birthday celebration, company ball, teambuilding event, annual dinners, etc. Such kind of document can be either formal, or informal depending on the background and the kind of the event.
- **Income tax letter** – is a kind of letter or a document sent by the government authority containing basic details about the income tax details of the

addresse. Such kind of document is not as common as the previous kinds of letters but follows the standard structure and formal language as well.

- **Letter of request** - a kind of letter, or a document which is addressed to a vendor or a company requesting additional details and information to be provided either about the job position, product's description, parameters of the product, etc.
- **Letter of inquiry** – is a kind of letter or a document sent to an individual, or a company requesting additional, or some specific information about a product, service, or promotional materials. In such kind of letter, the sender always expects the feedback from the recipient to be shared. This kind of letter is mostly used in the business related sphere, where the future collaboration is expected. The main features include the formal language and going straight-to-the point.

4.2 Formality versus informality

Most cases of the neutral letters can be applied for the formal contexts depending on the shared information and the content being presented to the recipient.

Most of the neutral letters mentioned above is mostly written in the business contexts therefore, the usage of formal language and the specific form is crucial.

However, some of those neutral letters can be used in the informal contexts based on the mutual relationship between a sender and a recipient especially, in small companies, or businesses where the general atmosphere relates to the friendly environment.

Such kind of neutral correspondence can include:

- **Invitation letter / card** – addressed to an individual, or a group of people being invited to the mutual social event such as a birthday party, or another form of a celebration. In small environments, such kinds of invitation can include the slang, informal language, sayings, or another catch phrases in order to attract the recipient. Formality is not needed in such cases especially, in situations where senders and recipients know each other well.

Another forms of information being shared as per the above such as acknowledgement letter, letter of bid, or acceptance letter can be shared verbally in case a company, or an organization is of a small character with the mutual relationship of employees.

K ZAPAMATOVÁNÍ



Neutral letters are all kinds of formal / informal letters being used in the business as well as in informal contexts with no intention to push on the recipient for the feedback. Such letters involve especially the informational style and their function is mainly to inform or request the additional details to be provided.

KONTROLNÍ OTÁZKA



Based on the content of the chapter and the details being discussed, answer the following questions:

- 1.) What are neutral letters and what are their main functions in the context of business correspondence?
- 2.) What main types of neutral letters do you know?
- 3.) What are the main features of letters of request?
- 4.) What are the main features of letter of inquiry?
- 5.) Are there any differences between a letter of proposal and a letter of bid?
- 6.) What kind of neutral letter can be used in the informal context and why?

SHRNUTÍ KAPITOLY



Students got familiar with the basic terminology and the types of neutral letters which are currently being used in the business correspondence as well as in the informal contexts. Such neutral letters can be applied in the business as well as in the common life, depending on the

Neutral Letters

content of the shared information. Following chapter will pay the attention to the detailed way of the usage of selected types of neutral letters as well in order to use them in practise.

5 LETTERS OF REQUEST AND INQUIRY

RYCHLÝ NÁHLED KAPITOLY



The main aim of this chapter is to introduce the problematics of writing letters of request and letters of inquiry, their basic structure as well as the usage of selected vocabulary and phrases typical for such kinds of documents. Based on the visual demonstration, students will be able to create such kind of correspondence in the business-related contexts in practise.

CÍLE KAPITOLY



Students will get familiar with the basic structure and vocabulary related to the letters of request and inquiry and will be able to create such documents in practise, based on the visual demonstration included in the chapter.

KLÍČOVÁ SLOVA KAPITOLY



Letter of request, letter of inquiry, donation, simplicity, familiarity, brevity, documentation, evidence, feedback, review, donation, pay rise

5.1 Letters of request

As mentioned in the previous chapter, letter of request is a kind of document, or a letter usually addressed to a vendor, or a company and requesting additional information to be provided / shared in various field of interest.

Such fields of interest can include the job position, product's description, parameters, or another details needed in order to follow up in the mutual cooperation, or collaboration. Letters of request can be sent either from the company, but mainly from the end user towards the company or an organization.

5.1.1 BASIC FUNCTIONS OF LETTERS OF REQUEST

There are several main functions the letters of request can contain and are being used for. Such functions help the requests to reach the target and the aimed goal. Those functions can relate to either a company, or a customer requesting additional information.

The basic functions of the letters of request include⁹:

- **Requesting feedback from the end user / customer** – in a way of filling in various satisfaction surveys, or questionnaires in order to improve the results, or the product itself
- **Requesting customer's review** – in a way of requesting the review of various products, to services to satisfy the customer's needs and requests
- **Interview requests** – in a way of possible job interview; potential future employee can send a job request in a form of an official letter
- **Requesting a pay rise** – in a way of formal letter sent to the employer
- **Requesting a donation** – in a way of sending a formal letter to the appropriate institution

5.1.2 FEATURES OF LETTERS OF REQUEST

In order to make the recipient of a letter of request to agree with the demanded details and information shared, there are several points which need to be taken into consideration. Such features will help the letter to become more effective and the feedback to be shared as per the expectations:

- **Simplicity** – the letter itself should be simple and as brief as possible
- **Familiarity** – recipient should be reminded who the sender is providing additional details if needed and appropriate (if addressing former teachers, professors, employers etc.). Such details can help the request to be more effective.
- **Brevity** – informing the sender what is requested from them in several words, sentences, if necessary
- **Documentation** – all details and evidence needed should be provided

⁹ "Free Sample Letters of Request", Mary Gormandy White M.A., accessed on 16 April, 2019, <https://business.lovetoknow.com/business-communications-sample-letters/free-sample-letters-request>

- **Contact details** – should be provided in order a recipient can respond and provide the requested feedback
- **Thank you phrases** – crucial for the formal / informal communication in any situations, effective while expecting positive feedback

5.1.3 STRUCTURE OF LETTER OF REQUEST

There are six main elements that a letter of request should always contain based on the form of the document. For a demonstration, see the letter sample below¹⁰:

- **Date** – when the letter is being sent
- **Sender's full contact address**
- **Salutation** – addressed to a recipient
- **Body of a letter** – divided into 3 main paragraphs (opening part, main part, closing part)
- **Closing phrases** – polite phrases to close the letter
- **Signature** – including the name, position and the contact details of a sender (company logo can be included, if any available)

¹⁰ “42+ Request Letter Templates”, accessed on 16 April, 2019, <https://www.template.net/business/letters/request-letter-template/>

Sample Business Letter of Request

Insert Company Logo Here

Insert Date

Addressee Name
Company Name
Street Address
City, State Zip

Insert Greeting (Mr./Ms./Mrs. Dr., etc) Last Name:

I am contacting you today to request information on your company's [specific products or services that you are interested in]. My company provides [description of your organization's work as it related to your request] and we are seeking new suppliers. I am very interested in finding out if your organization's [specific products or services] may meet our needs.

Please provide details about the products specified here, as well as any additional offerings that you feel may meet our needs. I am looking for [fill in specifics that you need such as pricing, availability, specs, samples, etc.]. You can learn more about [insert name of letter writer's company] at [www.insert-web-address-here.com]. You may submit information via mail or email using the addresses below.

Please let me know if I additional information is needed or if I can answer any questions. You may reach me between [insert time] a.m. and [insert time] p.m. [insert time zone] Standard Time at [insert your phone number] or via email at (insert your email address). I look forward to hearing from you soon.

Regards,

[Insert Your Full Name], [Insert Your Job Title]

5.1.4 USEFUL VOCABULARY

In order to follow the correct procedures of writing appropriate letters of requests, there are several phrases that can be used based on previous chapter above:

- **Salutation phrases** – *Dear Mr. / Mrs. / Ms.; Dear Team; Dear Collective; Dear All; To Whom it May Concern*
- **Body of the letter** – *I / we would highly appreciate if you could send / provide us ...; I would also be grateful if you could send me / us ...; Could you please provide the ...?; Could you please send me / us ...?*
- **Closing phrases** – *Yours sincerely* (if the recipient is known); *Yours faithfully* (if the recipient is unknown); *Kind regards, Regards, Warm regards, With regards; Best regards, Yours truly*

5.2 Letters of inquiry

As mentioned in the previous chapter above, a letter of inquiry can be defined as a kind of letter or a document sent to an individual, or a company requesting additional, or some specific information about a product, service, or promotional materials.

In such kind of letter, the sender always expects the feedback from the recipient to be shared. This kind of letter is mostly used in the business related sphere, where the future collaboration is expected. The main features include the formal language and going straight-to-the point.

5.2.1 BASIC FEATURES OF LETTERS OF INQUIRY

A standard letter of inquiry should always be complete and related to the product, price, quality, quantity that can be supplied as well as the shipping methods and their costs. Requesters should clarify what service is being expected and can ask suppliers to suggest any alternative methods to reach the requested service, or a product. The letter should be always marked as an inquiry in order the recipient does not consider it as a formal order.

Following points clarify the main points needed to be followed when creating a letter of inquiry¹¹:

- Detailed account of the exact type of product / service required
- Probable quantity required and the time-frame for the supply of the product / service
- The seller's terms on credit, discounts, transit, packaging, etc.
- Opening sentences to indicate the reasons for the inquiry
- Closing sentences to request an early reply for the enquiry to be transformed into an order in future
- Care should be taken to prevent the recipient from misconstruing the enquiry as an order in future

5.2.2 STRUCTURE OF LETTER OF INQUIRY

There are six main elements that a letter of request should always contain based on the form of the document. For a demonstration, see the letter sample below¹²:

- **Date** – when the letter is being sent
- **Sender's full contact address**
- **Salutation** – addressed to a recipient

¹¹ "Communication Theory", accessed on 17 April, 2019, <https://www.communicationtheory.org/important-features-of-an-enquiry-letter/>

¹² "Free Business Inquiry Letter Example", accessed on 16 April, 2019, <https://www.template.net/editable/13394/free-business-enquiry-letter-example>

Letters of Request and Inquiry

- **Body of a letter** – divided into 2 / 3 main paragraphs (opening part, main part, closing part)
- **Closing phrases** – polite phrases to close the letter
- **Signature** – including the name, position and the contact details of a sender (company logo can be included, if any available)

Sender Name
Address

Recipient Company
Address

Date

Dear Mr./Ms. [Surname],

I am writing this letter to inquire about the personal computers you are selling that I saw in an online advertisement yesterday. On behalf of our company, I am very interested in buying personal computers from you to replace our old and outdated models. I would really appreciate it if you can send me a catalog along with details of the latest models that you have. I would also appreciate it if you can send me your price list and let me know if you have discounts for bulk orders.

In case I find a design and feature that suits the need of our company, I will be placing an order with you. Furthermore, I need to make a decision in a few days so it will be better if I receive the information as soon as possible.

I look forward to hearing from you.

Yours truly,

Name and Signature
Job Title
Company Name

5.2.3 USEFUL VOCABULARY

In order to follow the correct procedures of writing appropriate letters of requests, there are several phrases that can be used based on previous chapter above:

- **Salutation phrases** – *Dear Mr. / Mrs. / Ms.; Dear Team; Dear Collective; Dear All; To Whom it May Concern*
- **Body of the letter** – *I / we would be glad if you could send me / us ...; I / we would appreciate if you could send me / us ...; I / we would appreciate if you could provide ...; We require some additional information on ...; Please, provide some information about ...; It would be more than excepted if ...*

- **Closing phrases** – *Yours sincerely* (if the recipient is known); *Yours faithfully* (if the recipient is unknown); *Kind regards*, *Regards*, *Warm regards*, *With regards*; *Best regards*, *Yours truly*

K ZAPAMATOVÁNÍ



Letter of request is a kind of letter, or a document which is addressed to a vendor or a company requesting additional details and information to be provided either about the job position, product's description, parameters of the product, etc.

Letter of inquiry is a kind of document sent to an individual, or a company requesting additional, or some specific information about a product, service, or promotional materials.

KONTROLNÍ OTÁZKA



Based on the content of the chapter and the details being discussed, answer the following questions:

- 1.) What is the letter of request?
- 2.) What are the main features of the letter of request?
- 3.) What are the basic functions of the letter of request?
- 4.) What are the main features of the letter of inquiry?

SAMOSTATNÝ ÚKOL



Based on the demonstration pictures above, create the following business letters, as per the following instructions:

- 1.) Letter of request – create a letter of request (choose a product, company name and another details), be formal and polite, following the rules as per the theory mentioned in the chapter.

- 2.) Letter of inquiry – create a letter of inquiry (choose a product, company name and another details), be formal and polite, following the rules as per the theory mentioned in the chapter.



SHRNUŤÍ KAPITOLY

Students got familiar with the basic terminology and structures while making the letters of request and inquiry. Such kinds of letters can be used mainly in the business-related contexts and need to fulfill the specific structure and usage of formal language. Based on the visual examination of such letters and the selected vocabulary, students will be able to create such letters in the practical life as well.

6 LETTERS OF PROPOSAL, LETTERS OF BID

RYCHLÝ NÁHLED KAPITOLY



The main aim of this chapter is to introduce the problematics of writing letters of proposal and bid, their basic structure as well as the usage of selected vocabulary and phrases typical for such kinds of documents. Based on the visual demonstration, students will be able to create such kind of correspondence in the business-related contexts in practise.

CÍLE KAPITOLY



Students will get familiar with the basic structure and vocabulary related to the letters of proposal and bid and will be able to create such documents in practise, based on the visual demonstration included in the chapter.

KLÍČOVÁ SLOVA KAPITOLY



Letter of proposal, solution, conclusion, active voice, passive voice, persuasion, personalization, understanding the job, value providing

6.1 Letters of proposal

Letter of proposal is a kind of letter, or a document addressed either to an individual or an organization with the intention to do a project, make some purchase, or reach the wished goals. Additionally, it is a way how to put forth an idea and what action needs to be taken in order to reach such goals.

Such kind of a letter is mainly used in the business contexts and business correspondence therefore, the informality is usually not accepted. Letters of proposal have their own structure, involve the usage specific phrases, as those mentioned in the previous chapters as well.

6.1.1 LETTER OF PROPOSAL AND ITS MAIN ELEMENTS

There are several points that need to be followed in order to fulfill the main expectations of the proposed content. Proposals in general are intended to provide a detailed description of a series of activities aimed at solving a certain problem¹³.

The basic elements of the proposal letters include the following:

- **Identify the recipient** - helps to understand how to appeal to an audience, or recipients who will be reading the proposal and decide if it is accepted or rejected.
- **Define the problem the proposal will solve** – provide the details of a specific problem that the proposed solution will solve in the second place
- **Define the solution** – provide the details and proposed ideas how to solve the specific problem, step by step. All the details of the solution should be mentioned and describe the steps how to reach such a goal.
- **Conclusion** – name the costs, benefits, or another features such as the main arguments, benefits that an individual, or an organization will get when investing their money into the project.
- **Usage of active voice instead of passive** – shows the intention of the sender in a better way than usage of passive voice, underlines the intended activity

6.1.2 STRUCTURE OF LETTERS OF PROPOSAL

As mentioned above, there are several features that a letter of proposal need to contain and based on the business correspondence writing forms, letters of proposal need to follow the same rules with the same form and structure.

Those elements include the following features based on the proposal letter as visible below¹⁴:

- **Address of the sender** - usually mentioned at the top of the letter
- **Date**
- **Address of the recipient / company organization** – usually mentioned below the date

¹³ “How to Write a Proposal and Get What You Want”, Benjamin Brandall, accessed on 18 April, 2019, <https://www.process.st/how-to-write-a-proposal/>

¹⁴ “Free Proposal Letter Example ”, accessed on 17 April, 2019, <https://www.template.net/editable/4734/proposal-letter-example>

- **Salutation** – formal salutation
- **Body of the letter** – usually divided into 2 / 3 paragraphs where the main points of the problem are described followed by the proposed solution of such a problem.
- **Closing phrases and greetings** – mainly polite and formal conclusion of the letter, thanking the recipient for reading and the actions to be followed.
- **Signature** – full name, including the job title, contact details (logo of the company can be included if necessary as well)

Your Name
Your Address
Your City, State, Zip Code

Date

Name of Recipient
Name of Company
Address of Company
City, State, Zip Code

Dear [Name of Recipient],

[Name of organization] is pleased to invite your company to host a [name event or program] [program or event].

We at [name of organization] are working to make literacy a reality for those unable to afford school. This is why we need companies like [name of company] to support our many programs involving students from different ethnicities to get access to school materials and instructors. Your funding of \$ [amount] will definitely make the children's dream of literacy become a reality.

[Name of Organization] is hopeful in receiving a positive response from your company regarding this proposal. Attached is a detailed brief of the funding proposal along with other options regarding the program. We believe that no amount can ever be of greater value than the benefits of getting proper education for these children.

For any other inquiries regarding our proposal, please feel free to contact me through [phone number] as I will be very happy to discuss this further. We will be looking forward to your response.

Yours truly,

Name and Signature of Sender
Position in Organization
Name of Organization

6.1.3 USEFUL VOCABULARY

In order to follow the correct procedures of writing appropriate letters of proposals, there are several phrases that can be used based on previous chapter above:

- **Salutation phrases** – *Dear Mr. / Mrs. / Ms.; Dear Team; Dear Collective; Dear All; To Whom it May Concern*
- **Body of the letter** – *I / we would like to propose the following ...; Following actions would be acceptable ...; Following actions would be need to reach ...; The best solution would be ...; In order to reach the solution of ...*
- **Closing phrases** – *Yours sincerely* (if the recipient is known); *Yours faithfully* (if the recipient is unknown); *Kind regards, Regards, Warm regards, With regards; Best regards, Yours truly*

6.2 Letters of bid

Letter of bid is a kind of letter or a document intended to address the recipient with the intention to introduce the pricing of the specific products, or services. In comparison to the letters of proposal, such letters do not propose any awards which can follow the proposed mutual cooperation with the second party.

It is another example of a letter mainly written in the business contexts with the intention of the follow-up cooperation in future and future-to-be relationship. It involves the formal language and persuasive tone. Informal elements are not accepted.

6.2.1 FEATURES OF LETTERS OF BID

There are several elements which need to be included in letters of bid in order to reach the aimed target and attract the recipients. Following points will demonstrate what steps need to be taken in order to reach the aimed goal in the mutual cooperation:

- **Persuasion** – letters of bid are mostly considered as a persuasive tool to make a company, or an individual to choose the product, or a service
- **Understanding the customer's needs** in order to persuade him that the offered solution is the best and optimal as a potential problem solution
- **Personalization** – showing the intention of the sender that he cares of the customer's needs and can associate with the problem facing by looking at the problem from the customer's perspective

- **Understanding the job** shows that the methods of solving the problem are familiar and the actions to be taken are natural and well-known to the sender
- **Value providing** – needs to be presented in order to show the customer what value the mutual cooperation will have for his side. Such value can contain the benefits, or another form of profit.
- **Details** – including the logistics plan, time schedules, detailed plan of action to be provided

6.2.2 STRUCTURE OF LETTERS OF BID

There are several main features of the formal letter of bid that need to be followed in order to reach the aimed target. As mentioned in the previous chapters above, such features need to include the formal language and persuasive language in order to reach the aimed goal.

Such elements need to include the following structure, as per the bid letter below¹⁵:

- **Name of the company** – full details, contact details, logo, address (always the address of the sender)
- **Date**
- **Addressee** – full contact details of the addressee
- **Subject** – brief and precise purpose of the letter
- **Salutation** – formal and polite greetings
- **Body of the letter** – divided into 2 / 3 paragraphs that need to contain the main idea of the letter with the offer and all the details mentioned, as per above
- **Attachments** – can be mentioned if any available, or needed
- **Closing phrase** – formal and polite greetings
- **Signature** – including the contact details, job position and the logo of the company (if available)

¹⁵ “Free Formal Bid Proposal”, accessed on 17 April, 2019, <https://www.template.net/editable/13797/free-formal-bid-proposal>

[COMPANY LOGO]
[COMPANY NAME]
[COMPLETE COMPANY ADDRESS]
[PHONE NUMBERS] [FAX NUMBERS]
[EMAIL ADDRESS] [WEBPAGE]

[DATE]

[FULL NAME]
[JOB TITLE]
[COMPANY NAME]
[COMPLETE ADDRESS]

Subject: Formal Bid Proposal

Dear Mr./Ms. [SURNAME],

[COMPANY NAME] would like to convey its interest to submit its formal bid proposal for the installation, provision, and connection of your company's uninterruptible power supply system. Our company has over [NUMBER] years of experience in the power installation and supply industry and is very much qualified to provide you with your needed electrical and installation services. In this regard, I have enclosed the company's formal bid proposal for your project which covers the scope of work, specifications, and the essential terms and conditions.

We would like to set a date for a pre-proposal conference and site visit upon your positive response. The scheduled date and time for the conference and site visit will be at a time most convenient for you. The conference will provide us with an opportunity to clarify any issues or concerns prior to the submission of a formal project proposal. The pre-proposal site visit and conference are nevertheless discretionary on your part, but at any rate, for the purpose of submitting the formal project proposal, we will be submitting to you the following attachments:

1. Cover letter
2. Letter from a qualified surety company indicating therein its commitment to a bond
3. Our company's articles of incorporation
4. Bid form

If you have any questions or if you need additional information, you may contact me directly at [CONTACT NUMBER.]. You may also email your concerns at [EMAIL ADDRESS].

6.2.3 USEFUL VOCABULARY

In order to follow the correct procedures of writing appropriate letters of bid, there are several phrases that can be used based on previous chapter above:

- **Salutation phrases** – *Dear Mr. / Mrs. / Ms.; Dear Team; Dear Collective; Dear All; To Whom it May Concern*
- **Body of the letter** – *We can guarantee that ...; We would like to offer ...; We can provide ...; We are intended to ...; We provide ...; The suggested steps are ...; We will do ...; We would be able to ...*

- **Closing phrases** – *Yours sincerely* (if the recipient is known); *Yours faithfully* (if the recipient is unknown); *Kind regards, Regards, Warm regards, With regards; Best regards, Yours truly*

K ZAPAMATOVÁNÍ



Letter of proposal is a kind of letter, or a document addressed either to an individual or an organization with the intention to do a project, make some purchase, or reach the wished goals. Additionally, it is a way how to put forth an idea and what action needs to be taken in order to reach such goals.

Letter of bid is a kind of letter or a document intended to address the recipient with the intention to introduce the pricing of the specific products, or services. In comparison to the letters of proposal, such letters do not propose any awards which can follow the proposed mutual cooperation with the second party.

KONTROLNÍ OTÁZKA



Based on the content of the chapter and the details being discussed, answer the following questions:

- 1.) What is the letter of proposal?
- 2.) What are the main features of the letter of proposal?
- 3.) What is the letter of bid?
- 4.) What are the main features of the letter of bid?

SAMOSTATNÝ ÚKOL



Based on the demonstration pictures above, create the following business letters, as per the following instructions:

- 1.) Letter of proposal – create a letter of proposal (choose a product, company name and another details), be formal and polite, following the rules as per the theory mentioned in the chapter.

2.) Letter of bid – create a letter of bid (choose a product, company name and another details), be formal and polite, following the rules as per the theory mentioned in the chapter.



SHRNUŤÍ KAPITOLY

Students got familiar with the basic terminology and structures while making the letters of proposal and bid. Such kinds of letters can be used mainly in the business-related contexts and need to fulfill the specific structure and usage of formal language with the intention of the persuasive function while speaking about the letter of bid. Based on the visual examination of such letters and the selected vocabulary, students will be able to create such letters in the practical life as well.

7 LETTERS OF COMPLAINT, LETTERS OF CLAIM

RYCHLÝ NÁHLED KAPITOLY



The main aim of this chapter is to introduce the problematics of writing letters of complaints and claims, their basic structure as well as the usage of selected vocabulary and phrases typical for such kinds of documents. Based on the visual demonstration, students will be able to create such kind of correspondence in the business-related contexts in practise.

CÍLE KAPITOLY



Students will get familiar with the basic structure and vocabulary related to the letters of complaints and claims and will be able to create such documents in practise, based on the visual demonstration included in the chapter.

KLÍČOVÁ SLOVA KAPITOLY



Letter of complaint, personal letter of complaint, professional letter of complaint, routine letter of complaint, persuasive letter of complaint, letter of claim, acceptable steps, fair play, honesty, free of anger

7.1 Letters of complaint

Letter of complaint is a kind of letter, or a document mostly being sent in the business related environment in situations when the sender is not satisfied with the provided services, or the quality of products. It can be considered as a way of asking for the adjustment of the provided services, or delivered goods.

Such kind of letter is being sent when another forms of communication cannot be applied (such as phones, email, etc.). Alternatively, such kind of a letter can be sent via email as well. In some specific situations, letters of complaint can be sent out of business contexts.

7.1.1 DIVISION OF LETTERS OF COMPLAINT

Letters of complaint can be divided into the two main categories according to the business, or individual's needs, as per following:

- **Personal letters of complaint** – a letter of complaint written mostly by a consumer to get a refund, replacement of a product, etc. Such kind of a letter is written mostly in situations of dissatisfaction with the provided services.
- **Professional letters of complaint** – a letter of complaint written in the business contexts related to the professional / business-related situations with the provided services, products, etc. Generally, organizations, or companies can present their dissatisfaction in the same way, as the personal letter of complaint letters.

Both types of complaint letters are intended to be written using the same tone and style of letter form, usage of formal language, they need to be brief, precise and straight-to-the point.

7.1.2 TYPES OF LETTERS OF COMPLAINT

Following the purpose and the aim of the complaint letters, they can be split into the two main categories. Such types of letters can express the way of complaining in different ways¹⁶:

- **Routine letter of complaint** – is written and send to the supplier in situations where the mistake is obvious and the end user needs the immediate action of correction without any persuasion. Such situations can involve the cases where the original price is different from the charged one per item. Suppliers are expected to react immediately and refund the end user.
- **Persuasive letter of complaint** – is written and send to the supplier in situations where the end user is supposed to contact the supplier and persuade him to correct the mistake that occurred in the mutual cooperation. Such situations can involve the cases where the original price can be higher at the moment of placing the order but can be lower in the final invoice. The end user is supposed to contact the supplier and keep him informed. In personal sphere such kinds of complaint are not spread much but in business contexts, they can be a way how to show good and fair deal.

¹⁶ “What is Complaint Letter in Business Communication? ”, accessed on 19 April, 2019, <https://bizcommunicationcoach.com/what-is-complaint-letter-in-business-communication/>

7.1.3 WHEN TO RAISE A COMPLAINT

There are several various situations when a formal complaint can be raised, based on the nature of the complaint, as well as the level of dissatisfaction with the product, or a provided service. Such situations can include:

- Damaged goods
- Bad quality of goods
- Delay in delivery of goods
- Quantity of the goods ordered
- Invoice mistakes
- Defective packing

7.1.4 STRUCTURE OF LETTERS OF COMPLAINT

As mentioned above, there are several features that a letter of complaint need to contain and based on the business correspondence writing forms, letters of complaint need to follow the same rules with the same form and structure.

Those elements include the following features based on the complaint letter as visible below¹⁷:

- **Address of the sender** - usually mentioned at the top of the letter
- **Date**
- **Address of the recipient / company organization** – usually mentioned below the date
- **Salutation** – formal salutation
- **Body of the letter** – usually divided into 2 / 3 paragraphs where the main points of the problem are described followed by the proposed solution of such a problem.
- **Closing phrases and greetings** – mainly polite and formal conclusion of the letter, thanking the recipient for reading and the actions to be followed.

¹⁷ “Formal Complaint Letter Template”, accessed on 19 April, 2019, <https://images.template.net/2075/Free-Formal-Complaint-Letter-Template-880x1140-1.jpg>

- **Signature** – full name, including the job title, contact details (logo of the company can be included if necessary as well)

Your Name
Address
City, State, Zip
Email Address
Phone Number

DATE

Name of Addressee
Position
Name of Company
Address
City, State, Zip

Dear [Name of Addressee];

I am writing to you to issue a formal complaint regarding a product/service from [name of company] made on [date]. This is the first time that I've encountered such problem with this product/service and I assume that this is one-time incident, and that this does not represent the values of your business in any way.

Among the problems that I need you to address are as follows: [Insert information regarding your complaint, including type, model, or make of product, or the specifics of the service made].

I tried to call your customer service hotline but so far, I have been offered no resolution to the problem. I hope that you would kindly look into this matter and resolve the matter as soon as possible. For further information, please call me at [phone number]. You may also opt to email me at [email address] so that we can discuss the technicalities of the problem in detail.

Thank you for looking into this and I look forward to hearing from you soon.

Sincerely,
[Your name and signature]

7.1.5 USEFUL VOCABULARY

In order to follow the correct procedures of writing appropriate letters of complaint, there are several phrases that can be used based on previous chapter above:

- **Salutation phrases** – *Dear Mr. / Mrs. / Ms.; Dear Team; Dear Collective; Dear All; To Whom it May Concern*
- **Body of the letter** – *I would like to complain about ...; I would like to raise a formal complaint about ...; I am writing in order to express my concerns about*

...; *Please, let me inform you about the apparent errors in ...; I must insist on that you ...; I wish to complain about ...*

- **Closing phrases** – *Yours sincerely* (if the recipient is known); *Yours faithfully* (if the recipient is unknown); *Kind regards, Regards, Warm regards, With regards; Best regards, Yours truly*

7.2 Letters of claim

Letter of claim is a kind of letter or a document intended to address the recipient / supplier with the intention to get and demand a compensation regarding the product, or a service.

Such kind of letter is mostly written by the consumers and addressed to the suppliers requesting the immediate action to be taken in order to reach the intended goal.

7.2.1 MAIN FEATURES OF LETTERS OF CLAIM

There are several elements which need to be included in letters of claim in order to reach the aimed target and attract the recipients. Following points will demonstrate what steps need to be taken in order to reach the aimed goal in the mutual understanding and compensation:

- **Brief explanation of the complaint** – issue description and what is the purpose of raising a complaint
- **Brief explanation of how the business is impacted**, or what losses are being observed in the business
- **Stating what are the acceptable steps** being considered as correct and fair adjustment of the compensation
- **Appealing to fair play and honesty** for the future-to-come cooperation
- **Free of anger** – calm and down-to-earth approach can help the compensation to be reached easier

7.2.2 STRUCTURE OF LETTERS OF CLAIM

There are several main features of the formal letter of claim that need to be followed in order to reach the aimed target. As mentioned in the previous chapters above, such features need to include the formal and persuasive language, list of facts being presented, or free of anger approach, in order to reach the aimed goal.

Such elements need to include the following structure, as per the bid letter below¹⁸:

- **Name of the sender / company** – full details, contact details, logo, address (always the address of the sender)
- **Date**
- **Addressee** – full contact details of the addressee
- **Subject** – brief and precise purpose of the letter (do not have to be included)
- **Salutation** – formal and polite greetings
- **Body of the letter** – divided into 2 / 3 paragraphs that need to contain the main idea of the letter with the offer and all the details mentioned, as per above
- **Attachments** – can be mentioned if any available, or needed
- **Closing phrase** – formal and polite greetings
- **Signature** – including the contact details, job position and the logo of the company (if available)

¹⁸ “Free Claim Letter Sample”, accessed on 19 April, 2019, <https://www.template.net/editable/5816/claim-letter-sample>

Daniel R. Smith
391, Night Vale Road
San Diego, CA 96001

February 5, 2019

John C. Lancaster
Contract Designer
Space and Place Interior Designs
299, Rock Port Lane
San Diego, CA 96001

Dear John,

It has come to our attention that you have not completed the interior design job that your company was hired for on January 20, 2019. We have agreed on certain specifications and you have failed to get those through. You failed to install the shelving system correctly, and you didn't even start installing the carpet and brick hearth.

We are deeply disappointed that you could not hold up on your end of the contract we signed. We expected your company to do a proper job given that you were highly recommended by our neighbor, the Robinsons.

We hope that you can either a) return or finish what you've started with the specifications laid out in our contract or b) pay out the damages for non-completion included in section 5c of the contract we signed.

Please respond as soon as possible with the action you are going to take to remedy this issue.

Very truly yours,

[Your Signature]
Daniel R. Smith

7.2.3 USEFUL VOCABULARY

In order to follow the correct procedures of writing appropriate letters of bid, there are several phrases that can be used based on previous chapter above:

- **Salutation phrases** – *Dear Mr. / Mrs. / Ms.; Dear Team; Dear Collective; Dear All; To Whom it May Concern*
- **Body of the letter** – *I am writing to express my dissatisfaction with ...; I wish to bring to your attention ...; I wish to make a serious complaint about ...; I in-*

sist on ...; I need to demand the full refund ...; I would appreciate your action in order to correct ...; I insist you to resolve the problem soon ...

- **Closing phrases** – *Yours sincerely* (if the recipient is known); *Yours faithfully* (if the recipient is unknown); *Kind regards, Regards, Warm regards, With regards; Best regards, Yours truly*



K ZAPAMATOVÁNÍ

Letter of complaint is a kind of letter, or a document mostly being sent in the business related environment in situations when the sender is not satisfied with the provided services, or the quality of products. It can be considered as a way of asking for the adjustment of the provided services, or delivered goods.

Letter of claim is a kind of letter or a document intended to address the recipient / supplier with the intention to get and demand a compensation regarding the product, or a service. Such kind of letter is mostly written by the consumers and addressed to the suppliers requesting the immediate action to be taken in order to reach the intended goal.



KONTROLNÍ OTÁZKA

Based on the content of the chapter and the details being discussed, answer the following questions:

- 1.) What is the letter of complaint?
- 2.) What main types of complaint letters do you know?
- 3.) When to write a formal letter of complaint?
- 4.) What is the letter of claim?
- 5.) What are the main features of a claim letter?



SAMOSTATNÝ ÚKOL

Based on the demonstration pictures above, create the following business letters, as per the following instructions:

- 1.) Letter of complaint – create a letter of complaint (choose a product, company name and another details), be formal and polite, following the rules as per the theory mentioned in the chapter.
- 2.) Letter of claim – create a letter of claim (choose a product, company name and another details), be formal and polite, following the rules as per the theory mentioned in the chapter.

SHRNUTÍ KAPITOLY



Students got familiar with the basic terminology and structures while making the letters of complaints and claims. Such kinds of letters can be used mainly in the business-related contexts and need to fulfill the specific structure and usage of formal language with the intention of the demanding and persuasive function to reach the intended goal of achieving the compensation in various contexts. Based on the visual examination of such letters and the selected vocabulary, students will be able to create such letters in the practical life as well.

8 CONTRACTS



RYCHLÝ NÁHLED KAPITOLY

The main aim of this chapter is to introduce the problematics of the business contracts as well as the employment contracts, their basic structure as well as the usage of selected features and parts which are typical for such kinds of documents. Based on the content of the chapter, students will be able to distinguish such kind of correspondence in the business-related contexts in practise.



CÍLE KAPITOLY

Students will get familiar with the basic structure and features related to the business contracts documents and employment contracts, and will be able to handle them in practise, based on the provided details.



KLÍČOVÁ SLOVA KAPITOLY

Contract, tenancy, employment, delivery and logistics, merchandising, purchase, general business contract, sales-related contract, employment contract, partnership agreement, indemnity agreement, property and equipment lease, aim and consideration, terms and conditions, legal purpose, terms and conditions, termination, dispute, employment contract, general employment contract, noncompete agreement, independent contractor agreement, performance, benefit, termination

8.1 What is a contract

Contract is a kind of legal document, or a spoken agreement between two parties regarding the employment conditions, sales, or tenancy; underlined and respected by the law policy.

The terms of contracts can be related to various spheres of the business contexts such as services, products, employment, delivery and logistics, merchandising, purchase, etc.

8.1.1 TYPES OF CONTRACTS

Contracts can be divided into several categories based on the content of the shared information and their nature while speaking about the field and the sphere they relate to.

Such main types of contracts can be split into the three main categories¹⁹:

- **General business contracts** – relate mainly to the structure of the business and how the stakeholders of organizations are protected.
- **Sales-related contracts** – relate to the way how the mutual relationships between consumers and suppliers is being handled including the basic terms and conditions of services and products purchasing. Such contracts cover the rights and duties of both parties involved.
- **Employment contracts** – document the mutual relationship between an employer and an employee with all rights and duties including the salary conditions, holidays and another benefits that can come from the the relationship. All the details mentioned need to be in accordance with the law policy and government rules of a specific country.

8.2 Business contracts

Business contract is a legal document between two parties involved mainly in the business related contexts. Such parties can involve either two legal entities, or organizations; alternatively, an organization and the physical entity.

The basic features of such documents include the terms and conditions of the mutual relationship coming into practise when a contract is signed, and can be applied in situations when services are rendered for a fee, or a required actions to be taken.

There are several kinds of such business contracts that can be applied²⁰:

- **Partnership agreement** – defines the mutual relationship between two parties involved as well as the terms and conditions that come from such partnership
- **Indemnity agreement** – defines the mutual agreement between two parties and defines the terms and conditions in a situation when one of the parties gets harmed by an action taken

¹⁹ “Common Types of Business Contracts”, accessed on 19 April, 2019, <https://www.avvo.com/legal-guides/ugc/common-types-of-business-contracts>

²⁰ “Common Types of Business Contracts”, accessed on 19 April, 2019, <https://www.avvo.com/legal-guides/ugc/common-types-of-business-contracts>

- **Property and equipment lease** – defines terms and conditions in situations of leasing a land, building, or premises including the costs, payments, deposits, maintenance, etc.

8.2.1 FEATURES OF BUSINESS CONTRACTS

In order a business contract reaches the level of legality, there are several key elements that such kind of a document need to contain including all the details to have a proper evidence in the system.

Such key elements include the following:

- **Details of all parties involved** – mainly the names and contact details of entities involved in the contract and the mutual relationship
- **Aim and consideration of a contract** – the main purpose of a contract including the jobs and activities to be done in order to fulfill the aimed purpose of a contract. It usually contains all the jobs that need to be done.
- **Terms and conditions** – mainly specify the rights and duties of both parties involved in terms to reach the agreed goal in accordance with the legal policy. Such details can protect both parties in situations when some jobs are not achieved, or finished as per the agreement.
- **Legal purpose** – contains the details that help a contract to be considered legally valid. It covers all the aspects of the mutual relationship mainly in such situations when the agreed cooperation cannot be fulfilled.

8.2.2 STRUCTURE OF BUSINESS CONTRACTS

As mentioned above, there are several features that a business contracts need to contain and based on the business correspondence writing forms, business contracts need to follow the same rules with the same form and structure.

Those elements include the following features, as per the standards²¹:

- **Title of the contract** – to show a general idea of the purpose of the contract and its content
- **Introduction / purpose** – to introduce the main purpose of the contract based on the background in order to understand the main content of the document

²¹ “Content of the Contract”, accessed on 20 April, 2019, <https://www.verksam.se/web/international/running/business-documents/enter-into-contracts/content-of-the-contract>

- **Parties** – identify all the parties being involved in the contract including the names, contact details, corporate IDs, addresses, personal details, personal IDs, etc.
- **Definition of the contract** – defines the terminology being used in the contract repeatedly, clarifies if the previous contracts are still valid, defines if the parties got involved into the cooperation with another parties, etc.
- **Subject matter** – defines the content of the contract, being precise and brief to present the general idea of the contract itself
- **Place and date** – defines mainly the delivery date of the contract
- **Terms and conditions** – define all the obligations and rights of both parties being involved in accordance with the law policy
- **Price** – this section defines the pricing conditions, terms of payments, sanctions if no payment received, etc. It includes all the features related to the money element of the contract
- **Delays** – relates to the section when a product, or a service is not delivered on time, defines the sanctions, etc.
- **Faults or errors in product, or a service** – defines the terms and conditions if the purchased products are not of an expected quality, cases when the products are damaged, incomplete, etc.
- **Term of a contract and its termination** – defines the period of time when the contract remains valid and specifies the terms of it being terminated including a specific period of notice
- **Disputes** – defines the way how to avoid the legal actions in a way how to reach the mutual agreement by signing an alternative documents / agreements
- **Signature and originals of the contract** – contains the date and all parties being involved in the contract, including the names, contact details, organization logos, job positions, etc. Additionally, as many copies of the contract as they exist should be mentioned.

8.3 Employment contracts

Employment contract is a kind of a legal document always signed between an employer and an employee respecting the legal policy, defining the rights and responsibilities of both parties being involved in the mutual relationship.

Such kind of a document has to follow the generally accepted rules and standards approved by the local / general authorities of a country. The rules and the official standards are issued and approved by the government authorities and cannot be changed in any occasions.

8.3.1 KINDS OF EMPLOYMENT CONTRACTS

There are several basic kinds of employment contracts that can be distinguished based on the character of the content and the purpose of the contract itself.

Such types of contracts include the following²²:

- **General employment contract** – defines the basic terms of a contract including the duration, benefits, compensation, termination policy, as agreed by both parties involved
- **Noncompete agreement** – defines the period of time when an employee cannot do the job in another company once he terminates the contract with an organization
- **Independent contractor agreement** – defines terms and conditions for a project, or a service in situations when a mutual relationship between two parties to provide the project, or a service is established

8.3.2 STRUCTURE OF EMPLOYMENT CONTRACTS

While signing an employment contract, there are several features that such kind of a document should always contain in accordance with the official law policy. The document needs to specify all the details which are crucial for the contract itself.

The basic features include the following²³:

- **Position definition** – defines the offered position with all the responsibilities and duties necessary to be followed including the place and hours
- **Length of agreement** – defines the period of time when the contract is valid for, including the terms for termination and extend such kind of agreement
- **Performance and expectations** – defines all the skills and abilities needed for the job to be performed as per the employer and his expectations and requirements

²² “Common Types of Business Contracts”, accessed on 20 April, 2019, <https://www.avvo.com/legal-guides/ugc/common-types-of-business-contracts>

²³ “What are the Basic Elements of the Employment Contract?”, Cheryl Withrow, accessed on 20 April, 2019, <https://smallbusiness.chron.com/basic-elements-employment-contract-15518.html>

- **Compensation** – defines the amount and terms of getting the money paid for the performed job (monthly, weekly, etc.)
- **Benefits** – define all the extra benefits included in the contract and the job position including the holidays, meal vouchers, health insurance, etc.
- **Termination** – defines various scenarios when a contract needs to be terminated either from the perspective of an employer, or an employee

K ZAPAMATOVÁNÍ



Business contract is a legal document between two parties involved mainly in the business related contexts. Such parties can involve either two legal entities, or organizations; alternatively, an organization and the physical entity.

Employment contract is a kind of a legal document always signed between an employer and an employee respecting the legal policy, defining the rights and responsibilities of both parties being involved in the mutual relationship.

KONTROLNÍ OTÁZKA



Based on the content of the chapter and the details being discussed, answer the following questions:

- 1.) What is the basic definition of a contract?
- 2.) What types of business contracts do you know?
- 3.) What are the main features of business contracts?
- 4.) What is the basic definition of an employment contract?
- 5.) What kinds of employment contracts do you know?

SHRNUTÍ KAPITOLY



Students got familiar with the basic terminology and structures of business contracts and employment contracts. Such kinds of documents are mainly used in the business-related contexts and need to fulfill the specific structure and usage of formal language.

Contracts

Based on the selected features that such documents contain, students will be able to distinguish such documents and handle them in the practical life as well.

9 COVERING LETTERS, CURRICULUM VITAE

RYCHLÝ NÁHLED KAPITOLY



The main aim of this chapter is to introduce the problematics of writing covering letters and creating curriculum vitae, their basic structure as well as the usage of selected vocabulary and phrases typical for such kinds of documents. Based on the visual demonstration, students will be able to create such kind of correspondence in the business-related contexts in practise.

CÍLE KAPITOLY



Students will get familiar with the basic structure and vocabulary related to the covering letters and curriculum vitae and will be able to create such documents in practise, based on the visual demonstration included in the chapter.

KLÍČOVÁ SLOVA KAPITOLY



Covering letter, qualification, experience, requirement, curriculum vitae, references

9.1 Covering letter

Covering letter is a kind of letter, or a document, sometimes called a motivation letter, which is sent together with another documents, mostly curriculum vitae and application form, in order to provide the applicant's interest in a specific job position.

Such kind of a letter is mostly related to the business contexts therefore, its purpose is to provide the relevant information about an applicant, mostly associated with his interest in the job. It requires the formal language and needs to follow a specific form.

9.1.1 CHARACTERISTICS OF A COVERING LETTER

One of the main functions of the covering letter is to make a good first impression on a potential new employer. The details and information provided in a covering letter needs

to present an applicant in such way that a potential employer will consider inviting such an applicant to a job interview.

Therefore, a covering letter and the information provided needs to be made in order to represent a persuasive function. There are several main points which needs to be considered while creating an effective covering letter:

- **Effective beginning** – should contain such information that an applicant is interested in a specific job position, he should provide the information about the company that offers a job as well
- **Qualifications and experience** – should be mentioned to inform a potential employer about the skills relevant for the offered position
- **Employer’s requirements** – should be covered as part of the skills and experience in order to inform him that an applicant is aware of the preferred abilities being sought for the position
- **Contact details** – should be mentioned for situations that an employer decides to contact an applicant. An applicant should mention that he is expecting to be invited for a job interview as well.
- **Professionalism** – one of the most important features of a covering letter, no punctuation, or spelling mistakes are allowed if an applicant wants to leave a positive first impression.

9.1.2 FEATUES OF A COVERING LETTER

As mentioned above, there are several features that a letter of complaint need to contain and based on the business correspondence writing forms, letters of complaint need to follow the same rules with the same form and structure.

Those elements include the following features based on the complaint letter as visible below²⁴:

- **Recipient** – full contact details of the recipient, usually mentioned at the top of the letter
- **Subject** – name of a job position usually accompanied with the phrase *Applying for ... / Application for ...*
- **Salutation** – formal salutation **towards a recipient**

²⁴ “Free Email Cover Letter For Fresher”, accessed on 17 April, 2019, <https://www.template.net/editable/5781/email-cover-letter-for-fresher>

- **Body of the letter** – usually divided into 2 / 3 paragraphs where the main points of the problem are described followed by the proposed solution of such a problem, mostly bulleted
- **List of qualities, abilities and experience** – in order to attract an employer's interest
- **Attachments** – usually referred to the curriculum vitae attached to the document. Typical phrase used: Please, find enclosed my CV ...
- **Closing phrases and greetings** – mainly polite and formal conclusion of the letter, thanking the recipient for reading and the actions to be followed.
- **Signature** – full name, including the job title, contact details (logo of the company can be included if necessary as well)

[Name of Recipient]
[Name of Company]
[Complete Address]
[City, State, Zip Code]

Sub: Cover Letter - Fresher

Dear [Name of Recipient],

I am writing in response to your job notification for the position of [job position] at [name of company]. The notification was posted last [give date of posting], and I feel that my experience would be valuable to the company.

I just completed my Bachelor of Science degree in [name of college degree] from [name of institute or university] with an aggregate of 89%.

I have the experience as I have worked at [name of company you had your internship] as a [position or role in the company] during my internship. There I have honed the skills that I could utilize while working for your company. I was even often praised for my attention to detail, management skills, and how I easily adapted to new tasks thrown to me.

Some of my personal qualities which you may find useful for this role are:

[Short description of your qualities]
[Short description of your qualities]
[Short description of your qualities]

Please find my detailed CV for your consideration. Should you need any more details, please do let me know.

Thanking you for your time and looking forward to hear from you.

Sincerely

[Your Signature]
[Your Name]
[Your email address]
[Your phone number]

9.1.3 USEFUL VOCABULARY

In order to follow the correct procedures of writing appropriate letters of complaint, there are several phrases that can be used based on previous chapter above:

- **Salutation phrases** – *Dear Mr. / Mrs. / Ms.; Dear Team; Dear Collective; Dear All; To Whom it May Concern*
- **Body of the letter** – *The position offered made a strong impact on me because ...; The position strongly appeals to me because ...; I feel that I can help your company to grow ...; I assume that I can fit into your company because ...; I am more than excited to learn new processes ...; The abilities and experince I have achieved so far would suit your company because ...*
- **Closing phrases** – *Yours sincerely* (if the recipient is known); *Yours faithfully* (if the recipient is unknown); *Kind regards, Regards, Warm regards, With regards; Best regards, Yours truly*

9.2 Curriculum vitae

Curriculum vitae is a kind of document which contains the most relevant information about an applicant's educational background, professional experience and another relevant details regarding the qualifications.

Such kind of a document is usually sent to the organization, or a company when an applicant is interested in a specific job position, accompanied with the covering letter. Its purpose is to briefly present an applicant to a potential employer.

9.2.1 MAIN FEATURES OF CURRICULUM VITAE

One of the most important facts about a curriculum vitae is that it represents a crucial document for an employer who check an applicant's details and experience in order to evaluate if he is an ideal candidate for a specific job, and if an applicant is worthy to spent money and time on.

Generally, there is no standard form of curriculum vitae but there are several basic features that the document needs to contain, as per the following:

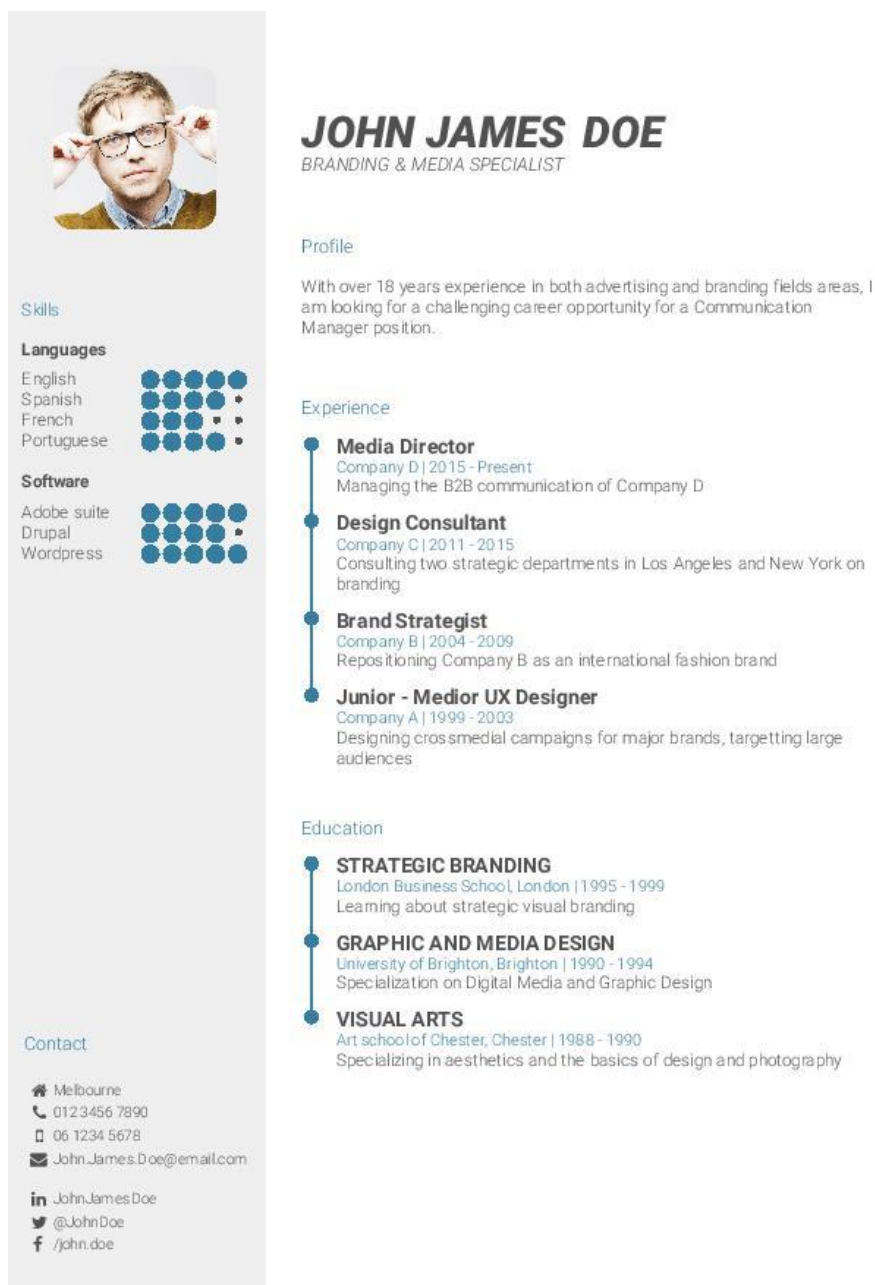
- **Personal details** – name, contact details (phone number, email address), additional details such as nationality, driving license, etc. are optional, but not needed
- **Character description** – a list of applicant's character qualities (usually mentioned in one short paragraph) mostly related to a job currently applying for

- **Work experience** – a list of previous jobs (including the time frame), mostly related to the job applying for usually listed in bullet points
- **Education** – a list of academic and professional achievements along with the academic grades achieved (including the time frames if necessary)
- **Skills** – list of additional skills achieved such as IT skills (computer skills), language skills, etc. Such skills can be listed in bullet points and should be related to the job position applying for
- **Hobbies and leisure time activities** – a brief and short list of free time activities that an applicant like doing in his leisure time
- **References** – a list of referees who can recommend an applicant based on the previous job positions, or mentors, tutors from academic sphere

There are plenty of online websites and sources that can help to make a curriculum vitae by adding the requested details into the columns.

Based on the following curriculum vitae preview, the basic elements mentioned above can be found²⁵:

²⁵ “Choose Your Free CV Template”, accessed on 17 April, 2019, <https://www.cv-template.com/en/account/choose-template>



JOHN JAMES DOE
BRANDING & MEDIA SPECIALIST

Profile

With over 18 years experience in both advertising and branding fields areas, I am looking for a challenging career opportunity for a Communication Manager position.

Experience

- Media Director**
Company D | 2015 - Present
Managing the B2B communication of Company D
- Design Consultant**
Company C | 2011 - 2015
Consulting two strategic departments in Los Angeles and New York on branding
- Brand Strategist**
Company B | 2004 - 2009
Repositioning Company B as an international fashion brand
- Junior - Medior UX Designer**
Company A | 1999 - 2003
Designing crossmedial campaigns for major brands, targetting large audiences

Education

- STRATEGIC BRANDING**
London Business School, London | 1995 - 1999
Learning about strategic visual branding
- GRAPHIC AND MEDIA DESIGN**
University of Brighton, Brighton | 1990 - 1994
Specialization on Digital Media and Graphic Design
- VISUAL ARTS**
Art school of Chester, Chester | 1988 - 1990
Specializing in aesthetics and the basics of design and photography

Skills

Languages

- English
- Spanish
- French
- Portuguese

Software

- Adobe suite
- Drupal
- Wordpress

Contact

Melbourne
0123456 7890
06 1234 5678
John.James.Doe@email.com

John James Doe
@JohnDoe
/john.doe



K ZAPAMATOVÁNÍ

Covering letter is a kind of letter, or a document sometimes called a motivation letter, which is sent together with another documents, mostly curriculum vitae and application form, in order to provide the applicant's interest in a specific job position.

Curriculum vitae, or briefly CV is a kind of letter or a document which contains the most relevant information about an applicant's educational background, professional experience and another relevant details regarding the qualifications.

KONTROLNÍ OTÁZKA



Based on the content of the chapter and the details being discussed, answer the following questions:

- 1.) What is a covering letter?
- 2.) What are the basic characteristics of a covering letter?
- 3.) What is a curriculum vitae?
- 4.) What would you say is the main function of a curriculum vitae?
- 5.) What are the main features of a curriculum vitae?

SAMOSTATNÝ ÚKOL



Based on the demonstration picture above and the basic characteristics, create the following documents , as per the following instructions:

- 1.) Covering letter – create a covering letter (choose a job position, company name and another details), be formal and polite, following the rules as per the theory mentioned in the chapter.
- 2.) Create your own CV online and by yourself and compare it to the one that you probably have at the moment.

While creating your new curriculum vitae, you can use one of the following links:

<https://www.cv-template.com/en/account/choose-template>

<https://zety.com/resume-templates>

SHRNUTÍ KAPITOLY



Students got familiar with the basic terminology and structures while making the covering letters and curriculum vitae. Such kinds of letters can be used mainly in the business-related contexts and need to fulfill the specific structure and usage of formal language

Covering Letters, Curriculum Vitae

with the intention of the persuasive function to reach the intended goal of achieving jobs applicants want to get. Based on the visual examination of such documents and the selected features, students will be able to create such documents by in the practical life as well.

10 APPLICATION FORMS

RYCHLÝ NÁHLED KAPITOLY



The main aim of this chapter is to introduce the problematics of application form letters and their main types, their basic structure as well as the usage of selected vocabulary and phrases typical for such kinds of documents. Based on the visual demonstration, students will be able to deal with such kinds of correspondence in the business-related contexts in practise.

CÍLE KAPITOLY



Students will get familiar with the basic structure and contents related to the application form letters and will be able to deal with such documents in practise, based on the visual demonstration included in the chapter.

KLÍČOVÁ SLOVA KAPITOLY



Application form, application form of employment, application form of membership, application form of rental, application form of credit, application form of volunteers, research

10.1 Application forms in general

Application form is a kind of document that is filled in order to fill in all the details needed about an applicant who is either applying for a job, insurance, service, etc. Applicants are always obliged to provide all the details that are requested such as names, address, contact details (phone numbers, email addresses), etc.

Such kind of a document serves as an evidence of an applicant and his skills, experience, achieved education, as well as the relevant contact details; which is usually kept in the evidence of a specific company, or an organization.

Application form is always provided by a company, or an organization towards an applicant, never on the other way round; it is always created in accordance with the gene-

rally accepted and approved law policy and government standards and its content is never passed to the third party therefore, the content is highly confidential.

10.1.1 TYPES OF APPLICATION FORMS

Application forms can be applied in various business related contexts where an applicant is asked to provide the relevant details of his person in accordance with the requested information, or the information needed. Generally, there is at least one feature which is needed in all kinds of application forms – contact details such as full name, contact address, phone number, email address, nationality, date of birth, etc.

These documents can be split into the following types²⁶:

- **Application form of an employment** – a document used for job applicants to provide the details related to a job position they apply for. Such kind of application form can contain the previous jobs list, salary requirements, or achieved education related to the job position.
- **Application form of membership** – a document used for applicants to provide the details related to the membership admittance into a club, organization. Such kind of application form can contain the previous job history, references, emergency contact details, etc.
- **Application form of rental** – a document used for applicants to provide the details towards landlords in situations they want to rent a building, flat, or another kinds of premises. Based on the details provided in the application form, landlords can easily check the criminal records, financial history, or an employment status.
- **Application form of credit** – a document used for applicants to provide the details towards the financial institutions (either private, or state ones). Based on the details provided, the institutions can check the financial history, credit status, or abilities of applicants to pay their loans on time.
- **Application form for volunteers** – a document used for applicants to provide the details towards the nonprofit organizations in order to check the reliability of an employee related to illegal actions since it is a nonprofit organization who takes the responsibility

²⁶ “Types of Application Forms”, accessed on 20 April, 2019, <https://www.smartdraw.com/application-form/#applicationFormTypes>

10.2 Application form of employment

As mentioned in the previous chapter above, the application form of employment is a kind of document that an applicant needs to fill in in accordance with the requested details by a company or an organization related to a job position he is applying for.

Such kind of document is always confidential and is never provided to the third party. Although, there are several features of an application form of employment that can be requested, there is no official standard for the application form in general. It depends on each company, or an organization what details they request from an applicant to provide.

10.2.1 FEATURES OF AN EMPLOYMENT APPLICATION

Even though, there are crucial features that need to be provided in an application form which is usually accompanied with a covering letter and a CV when applying for a job.

The most relevant fields that an application form need to contain include the following:

- **Personal details** – include all the relevant details regarding an applicant (full name, address, contact phone number, email address, nationality, date of birth, personal ID details, sex, health condition, age, etc.)
- **Education history** – include a list of all educational institutions that an applicant attended with the grades achieved (crucial details include the time limits)
- **Employment history** – include a list of previous jobs performed by an applicant with the time frames, names of the companies, responsibilities, etc.
- **Hobbies and interests** – include the brief insight of hobbies and free time activities, mostly related to the applied job position
- **Reasons for applying** – include the details what attracted the attention when applying for a job, skills and competence of an applicant for the job position, actions to be done to improve and upgrade the skills to perform the job, long-term goals, etc.
- **Additional questions** – include the details regarding the previous jobs and the team job, challenges, actions done to achieve the goals, participation of various projects, etc.

Those relevant features can be visible in the job application form as presented below²⁷:

²⁷ “Employment Application Forms and How They Work”, accessed on 16 April, 2019, <https://www.template.net/business/how-employment-application-forms-work/>

Employment Application

COMPANY OR EMPLOYER NAME: _____

Position applying for: _____

EMPLOYEE INFORMATION

Name: _____

Telephone: _____ Email: _____ Alternate telephone: _____

Address: _____

Are you able to perform the essential functions of the position with or without accommodations?

Yes No

If necessary for the job are you older than:

14 15 16 (Check one)
 18 19 21

I am legally eligible for employment in the U.S.?

Yes No

I am seeking a permanent position: Yes No

I will be able to report to work

_____ days after being notified I am hired.

If necessary for the job, I am able to:

Work overtime? Yes No

Provide a valid Alaska Driver's License? Yes No

If so, fill out the following: Issuing state: _____

Type: _____

Endorsement(s): Hazardous Material Passengers

Tankers Tank with Hazardous Materials

School Bus Double/Triple trailers

Work the following shifts: (check all that apply)

Any Day Night Swing Rotating

Split Graveyard Other: _____

EMPLOYMENT HISTORY

List most recent employment first. Include summer or temporary jobs. Be sure all your experience or employers related to this job are listed here, in the summary following this section or on an extra sheet of paper if necessary. No more than 10 years history recommended.

Employer name and address:	Position title/duties, skills:	Start date:	End date:
		Reason for leaving:	
Pay: \$	Supervisor: Telephone:		
Per:			
Employer name and address:	Position title/duties, skills:	Start date:	End date:
		Reason for leaving:	
Pay: \$	Supervisor: Telephone:		
Per:			
Employer name and address:	Position title/duties, skills:	Start date:	End date:
		Reason for leaving:	
Pay: \$	Supervisor: Telephone:		
Per:			
Employer name and address:	Position title/duties, skills:	Start date:	End date:
		Reason for leaving:	
Pay: \$	Supervisor: Telephone:		
Per:			

Summarize other employment related to this job:

EDUCATION				
	Institution name	Years completed	Field of study	Graduate or degree
High school				
College/university				
Business/technical				
Additional				

MILITARY

Are you a veteran? Yes No

Duty/specialized training: _____

SKILLS & QUALIFICATIONS

Other qualifications such as special skills, abilities or honors that should be considered: _____

Types of computers, software, and other equipment you are qualified to operate or repair: _____

Professional licenses, certifications or registrations: _____

Additional skills, including supervision skills, other languages or information regarding the career/occupation you wish to bring to the employer's attention: _____

Typing speed: _____ per minute

REFERENCES

List two personal references who are not relatives or former supervisors.

Name	Address	Telephone	Occupation	Years known
Name	Address	Telephone	Occupation	Years known

CONTACT

In case of accident or illness, please contact: Name: _____ Daytime phone: _____

Address: _____ Relationship: _____

INFORMATION TO THE APPLICANT

As part of our procedure for processing your employment application, your personal and employment references may be checked. If you have misrepresented or omitted any facts on this application, and are subsequently hired, you may be discharged from your job. You may make a written request for information derived from the checking of your references.

If necessary for employment, you may be required to: supply your birth certificate or other proof of authorization to work in the United States, have a physical examination and/or a drug test, or to sign a conflict of interest agreement and abide by its terms. I understand and agree to the information shown above.

Signature of Applicant _____ Date _____

Equal Employment Opportunity: While many employers are required by federal law to have an Affirmative Action Program, all employers are required to provide equal employment opportunity and may ask your national origin, race and sex for planning and reporting purposes only. This information is optional and failure to provide it will have no effect on your application for employment.

Developed at employer request by the Alaska Department of Labor & Workforce Development, Employment Security Division.

Rev. 8/2010

Employment Application

Page 2 of 2

10.2.2 PROCESS OF APPLYING FOR A JOB

Before an applicant applies for a job, there are several steps he needs to keep in mind in order to succeed during a job interview and during the selection process.

In order to make a good impression on a potential employer and represent a professional attitude towards a selected job position, an applicant need to focus on the following steps:

- **Information needed** for applying for a job including education history, job history, etc. An applicant should always be prepared to response to any questi-

ons from an employer regarding the skills, experience and abilities which can be relevant for the job.

- **Research** for the organization, or a company details that an applicant is applying for a job in. When an applicant is prepared and familiar with the company and their jobs, he can show an interest to an employer and be prepared better to respond any additional questions.
- **Job description** should be read closely in order to understand the responsibilities and duties related to the job performance and activities needed for the job to be done properly. It will help an applicant to reply any questions that an employer can ask during a job interview.
- **Instructions of the application form** should be read carefully in order to avoid any mistakes and misunderstandings when filling it in. Reading instructions of the form properly can lead to the professional attitude and impress an employer.
- **Stress the abilities and skills** is always a good step to impress an employer in order to persuade him that an applicant is an ideal candidate for the position.
- **Straight-to-the point approach** while responding to the questions is a way how to avoid any potential misleading information to be provided and can be a fact how to show the professionalism in the future
- **Being honest** is crucial when filling in the form, since lying and presenting inaccurate information in order to impress an employer is not acceptable



K ZAPAMATOVÁNÍ

Application form is a kind of letter, or a document that is filled in order to fill in all the details needed about an applicant who is either applying for a job, insurance, service, etc. Applicants are always obliged to provide all the details that are requested such as names, address, contact details (phone numbers, email addresses), etc.

Application form of an employment is a kind of document used for job applicants to provide the details related to a job position they apply for. Such kind of application form can contain the previous jobs list, salary requirements, or achieved education related to the job position.

Application form of credit – a document used for applicants to provide the details towards the financial institutions (either private, or state ones). Based on the details provided, the institutions can check the financial history, credit status, or abilities of applicants to pay their loans on time.

KONTROLNÍ OTÁZKA



Based on the content of the chapter and the details being discussed, answer the following questions:

- 1.) What is an application form?
- 2.) What types of applications do you know?
- 3.) What are the main features of an employment application?
- 4.) Why do you think lying, or providing misleading information in the application form is not a good idea? Share the arguments.

SHRNUTÍ KAPITOLY



Students got familiar with the basic terminology and structures while dealing with various forms of application letters. Such kinds of letters can be used mainly in the business-related contexts and need to fulfill the specific structure and usage of formal language with the intention of providing the honest and accurate information to reach the intended goal of achieving jobs applicants want to get. Based on the visual examination of such documents and the selected features, students will be able to deal with such documents by in the practical life as well.

11 DISMISSAL DOCUMENTS



RYCHLÝ NÁHLED KAPITOLY

The main aim of this chapter is to introduce the problematics of dismissal letters, their main types, their basic structure as well as the usage of selected vocabulary and phrases typical for such kinds of documents. Based on the visual demonstration, students will be able to deal with such kinds of correspondence in the business-related contexts in practise.



CÍLE KAPITOLY

Students will get familiar with the basic structure and contents related to the dismissal letters and will be able to deal with such documents in practise, based on the visual demonstration included in the chapter.



KLÍČOVÁ SLOVA KAPITOLY

Dismissal document, employment dismissal, fair dismissal, unfair dismissal, voluntary dismissal, wrongful dismissal, constructive dismissal,

11.1 Dismissal documents in general

Dismissal letter is a kind of document related to the business contexts and mainly associated with the termination of either a job contract, or another forms of mutual cooperation between two entities.

While speaking about the business related contexts, dismissal documents will be related mainly to the employment dismissal documents and needs to contain formal statement of the dismissal reasons, as well as the structure of the letter itself.

11.1.1 TYPES OF EMPLOYMENT DISMISSAL DOCUMENTS

While speaking about the employment dismissal documents, those are related to various situations when a dismissal can be made. Such situations can include the redundancy of an employer due to the financial situations of an organization, performance of an employee, behavioural reasons, cultural background, conduct, illness, etc.

Based on the reasons for a dismissal to be raised can include the following types:

- **Fair dismissal** – needs to follow the fair rules and dealing with an employee based on the mutually respected reasons. Such situations can include the redundancy of an employee, temporary replacement (due to the maternity leave, or losing a driving license), etc. but needs to be accepted by both entities involved.
- **Unfair dismissal** – is a kind of dismissal when an employee does not have to be informed about the actions taken from an employer. Such situation can be tricky since the dismissal needs to follow the legally accepted rules and policies and if the employer makes an employee redundant in an unfair way, he can be supposed to hire the person back.
- **Voluntary dismissal** – can be applied in situations when employees are already familiar with the employer's intention to make some employees redundant. In such situations, an employee can make himself be redundant based on his own decision. This kind of dismissal can be a fair dismissal as well.
- **Constructive dismissal** – is applied in situations when an employee has a feeling that he is not treated well, or being pushed to leave a company, or an organization. Such situations can include a salary being stopped to be paid which can never happen in a mutual business partnership.
- **Wrongful dismissal** – can be applied in situations when an employer breaches the terms of an employee's contract during the dismissal process, such as not providing a proper notice²⁸.

²⁸ "Dismissing Employees – Types of Dismissal", accessed on 15 April, 2019, <https://www.nibusinessinfo.co.uk/content/types-dismissal>

11.1.2 FEATURES OF AN EMPLOYMENT DISMISSAL

There are several features that an employment dismissal document needs to contain. Based on the previous chapter above, employer always need to follow specific procedures when terminating a contract with an employer including the following:

- **Full details of an employee** – including the full name, position being performed, place of a job is performed in, address, personal ID details, contact details as well as the employee’s company ID, alternatively, the job responsibilities, etc.
- **Full details of an employer** – including the full name of a company, company ID, address, contact details, place of a company is located in, etc.
- **Reasons for a contract termination** – including a full description why a contract is being terminated (as per the previous chapter – fair, unfair dismissal, etc.). Such reasons need to be clear and clarify the employer’s steps in accordance with the employment legal policy.
- **Terms and conditions of a job termination contract** – including a specification when a job will be terminated, payment conditions, etc.
- **Alternative solution** – can be applied in situations when an employee is offered another position within the same organization.

11.1.3 STRUCTURE OF A DISMISSAL LETTER

Based on the visual demonstration of a dismissal letter below, such kind of a letter should contain the following elements²⁹:

- **Employer’s details** – full name, address, contact details, usually listed at the top of a letter
- **Date**
- **Employee’s details** – full name, address, contact details, usually listed below the date
- **Salutation**
- **Body of the letter** – usually divided into 2 / 3 paragraphs containing the crucial information about the reasons for a job contract being terminated

²⁹ “Free Termination Letter Templates”, accessed on 18 April, 2019, <https://www.template.net/business/letters/termination-letter-templates/>

- **Closing phrases** – usually formal phrases to conclude the letter and give a recipient an option to react back
- **Greetings** – formal final greetings
- **Signature** – including the name and the position of a sender

Business Contract Termination Letter

Felix Ashton
President, Hondo Contracting
100 Main Street
New Parkland, CA, 91010

September 1, 2014

Gary Temple
President, Home Supplies
100 Broadway Lane
New Parkland, CA, 91010

Dear Mr. Temple,

As per the conditions of our business contract, please allow this letter to serve as a termination of the contract on October 1, 2014. I think that you will find that this 30-day notice satisfies the legal constraints of the agreement and allows us to sever this contract without any further need for legal action.

I wanted you to know that we greatly appreciate your dedicated service for these past few years and harbor no ill feelings at all about Home Supplies. Our business was recently purchased by a larger contracting firm and we will be getting our supplies through that firm's vendors. I attempted to salvage the relationship with Home Supplies, but it was not possible.

Please note that all outstanding orders should still be fulfilled as per individual order instructions. All outstanding invoices will be satisfied by September 15, 2014, but we will not be generating any new purchase orders for your company going forward.

If you have any questions or need any further information about our discontinuation of services, you can contact me at 555-354-5432 or email me at fashton@email.com.

Sincerely Yours,

Felix C. Ashton



K ZAPAMATOVÁNÍ

Dismissal document is a kind of letter, or a document related to the business contexts and mainly associated with the termination of either a job contract, or another forms of mutual cooperation between two entities.



KONTROLNÍ OTÁZKA

Based on the content of the chapter and the details being discussed, answer the following questions:

- 1.) What is a dismissal document?
- 2.) What types of employment dismissal documents do you know?
- 3.) What are the main features of an employment dismissal document?



SHRNUTÍ KAPITOLY

Students got familiar with the basic terminology and structures while dealing with various forms of dismissal letters. Such kinds of letters can be used mainly in the business-related contexts and need to fulfill the specific structure and usage of formal language with the intention of providing the honest and accurate information to terminate a business contract. Based on the visual examination of such documents and the selected features, students will be able to deal with such documents by in the practical life as well.

12 ADDITIONAL BUSINESS DOCUMENTS

RYCHLÝ NÁHLED KAPITOLY



The main aim of this chapter is to introduce the problematics of additional business letters, their main types, and basic characteristics in the business infrastructure. Based on the basic definitions of such documents, students will be able to deal with such kinds of correspondence in the business-related contexts in practise.

CÍLE KAPITOLY



Students will get familiar with the basic structure and contents related to the selected business related documents and will be able to deal with them in practise in the future.

KLÍČOVÁ SLOVA KAPITOLY



Business documents, newsletter, circular, sales letter, follow-up letter, letter of recommendation, letter of offer, adjustment letter, dunning letter

12.1 Types of additional business documents

Business correspondence includes a wide range of documents and letters which can contribute to the business impact on significant amount of recipients worldwide, guarantee to get even more business partners and spread the business influence to higher levels.

Such kinds of documents which have not been mentioned in the previous chapters above represent a significant role in the business field in the same way like those which have been already presented.

Those documents which represent the business sphere as well as marketing field include the following:

- **Newsletters**
- **Circulars**

- **Sales letters**
- **Follow-up letters**
- **Letters of recommendation**
- **Letters of offer**
- **Adjustment letters**
- **Dunning letters**

12.1.1 NEWSLETTERS

Newsletter is a business related document informing a receiver of the news in the business, activities being provided in the business by an organization, or a company. This kind of document is usually regularly sent to the business partners, customers, employees, or those who are interested in the organization's activities, either via the post, or via email.

Such information provided in a newsletter should always be useful, readable, relevant, consistent and needs to show action of a company, or an organization.

12.1.2 CIRCULARS

Circular is a business related kind of a document which is usually sent to employees, or the end users, customers and another source of recipients of services and products in order to ask them for the overall satisfaction, dissatisfaction, as well as the recommendation what can be improved in the business, or the provided services.

Such documents can be a very easy and helpful source of information that an organization, or a company can use in order to review and improve the quality of services, or the level of production and make them even more effective.

12.1.3 SALES LETTERS

Sales letter is a kind of business related document addressed to consumers, potential customers, or the current customers to make them aware of products and services available and persuade them to buy either a product, or a service with the absence of a sales representative.

Such kind of a document needs to contain the persuasive elements and a formal language to appeal on an end user effectively but it should not be pushy, or rude at all. It can be addressed to end users either via email, or via a written correspondence

and should contain all relevant details of a product, as well as about a company offering it.

12.1.4 FOLLOW-UP LETTERS

Follow-up letter is a kind of business related document usually addressed to a recipient, customer, or an end user as a follow up on the initial communication, or mutual cooperation in a specific field.

Such kind of a letter can be a thank you letter for the purchased product, or a service, an order made, a company responding to an applicant applying for a job, etc.

Follow-up letters can be generally considered as a combination of a thank you letter and a sales letter.

12.1.5 LETTERS OF RECOMMENDATION

Letter of recommendation is a kind of document mostly being applied in the business related contexts which is addressed to a potential new employee by university professors, tutors, or mentors, as well as by previous employers in situations when applicants is seeking for a new job.

Such kinds of documents can have a personal value and can express previous relationships between an applicant and a former employer, as well as between an applicant and a former university mentor. It can also have a huge impact on a new potential employer in order to hire a new employee.

12.1.6 LETTERS OF OFFER

Letter of offer is a kind of document related to the business which is sent to an end user, or a customer as a way how to confirm an order received, as well as to provide the details of the purchase.

Once this kind of letter is sent to a consumer, or a recipient, the merchandise is being sent as well. Such kind of letter should contain all the details related to an order such as the item definition, number of items purchased, date of the order, number of the order as well as the recipient's and sender's contact details, bank account number, etc.

12.1.7 ADJUSTMENT LETTERS

Adjustment letter is a kind of business related document which is usually sent to a consumer, or a customer as a way how to react on the previously sent complaint, or a

claim. It should contain such information that a complaint has been received and if it has been understood.

The follow up action should be included in the letter as well. Depending on the way how the complaint has been received, the action to be taken should be described either on a positive, or negative way.

12.1.8 DUNNING LETTERS

Dunning letter is a kind of letter or a business related letter mainly sent to a recipient in order to inform him that he is overdue with the payment for either a specific service, or a product.

There can be several levels of such documents sent to the recipient. At the beginning, those are formal and polite reminders and if no actions are taken, the tone can change to a very strict demand for the payments to be provided. This kind of document can be considered as legal way how to get the recipient to provide the requested action and can be followed by serious legal actions.



KONTROLNÍ OTÁZKA

Based on the content of the chapter and the details being discussed, answer the following questions:

- 1.) What is a newsletter?
- 2.) What is a circular?
- 3.) What is a sales letter?
- 4.) What is a follow-up letter?
- 5.) What is a letter of recommendation?
- 6.) What is a letter of offer?
- 7.) What is an adjustment letter?
- 8.) What is a dunning letter?



SHRNUTÍ KAPITOLY

Students got familiar with the basic terminology and structures while dealing with various forms of additional business letters. Such kinds of letters can be used mainly in

the business-related contexts and need to fulfill the specific structure and usage of formal language with the intention of providing the honest and accurate information to the recipients.

13 PRACTICAL USAGE



RYCHLÝ NÁHLED KAPITOLY

The main aim of this chapter is give students a chance to prepare the selected business related documents and act in role play situations in order to be able to handle the situations in real life when needed in the future. Based on the basic definitions of such documents, students will be able to deal with such kinds of correspondence in the business-related contexts in practise.



CÍLE KAPITOLY

Students will get familiar with the basic structure and contents related to the selected business related documents and will be able to deal with them in practise in the future. Role play situations will help them to deal and defend their statements when present at the meeting, job interview, etc.



KLÍČOVÁ SLOVA KAPITOLY

Job interview, covering letter, curriculum vitae, application form, sales letter, letter of inquiry, letter of proposal, dismissal letter, employment dismissal letter

13.1 Job interview

Chapter number 9 focused mainly on the usage and creating covering letters and curriculum vitae where the students got familiar with the main structure of such documents as well as with their form, structure and selected language phrases.

Additionally, chapter number 10 focused on creating and forms of application forms while applying for a job in an organization, or a company.

Based on the chapters and their content mentioned above, follow up the instructions given and act accordingly.

TASK 1:

You are going to participate a job interview. Prepare a covering letter, a curriculum vitae and fill in the application form, based on the instructions given in the previous chapters and be prepared for any additional questions.

A job you are going to apply for can be selected from the following positions:

- **Customer service representative** – a job position requiring good knowledge of an English language, great communication skills in a written and spoken form, as well as good knowledge of computer skills.
- **Project manager** – a job position requiring good knowledge of an English language, great communication skill in a written and spoken form, good knowledge of computer skills as well as excellent managerial skills since the job involves leading a team of 25 people
- **English language teacher** – a job position with great knowledge of English skills, good presentation abilities, computer skills, abilities to handle a class of students, etc.

Bring the documents to the class, choose a partner, exchange the documents and role play the job interview. One of the partners will act as a job interviewer, the second one will be an applicant. The task for the job interviewer is to go through the application form, covering letter and an application form and prepare additional questions.

The task for the second partner (an applicant) is to answer those questions in a way to persuade that he is an ideal candidate for the position. Keep in mind to be honest, straight-to-the point and reply to all questions accordingly. The job interview should not be longer than 20 minutes.

At the end of task, exchange the roles.

13.2 Sales letter, inquiry, proposal

Previous chapters mentioned the usage of sales letters, their function and the purpose, the information which need to be included as well as the content of such documents.

Chapter number 5 focused on the main purpose of inquiry letters, their function, structure and selected vocabulary as well as the content which needs to be included.

Chapter number 6 focused on the main purpose of proposal letters, their function, structure and selected vocabulary, not to mention the fact of the content of such kind of correspondence.

TASK 2:

You have received a sales letter with a new product presentation from an organization, or a company which is looking for a new potential customers, or a business partner. Work in pairs and agree with your partner what the new product would be. Keep in mind that each of you need to have a different product chosen.

Prepare a sales letter presenting a new product based on the own decision, then create a letter of inquiry and a letter of proposal for the mutual future-to-be cooperation.

Exchange the letters and discuss the content, structure and the way of the vocabulary being used.

13.3 Employment dismissal

Chapter number 11 focused on dismissal documents, their main features and functions as well as the form.

TASK 3:

Prepare an employment dismissal letter based on the previously mentioned job positions and clarify the reasons for the document to be sent to the employee. Choose from the types of documents mentioned in the chapter 11 and be as precise and clear as possible.

Defend your reasons and follow the standards of creating such a document.

Choose from the following job positions, as per the previous part of this chapter above:

- **Customer service representative**
- **Project manager**
- **English language teacher**

Choose a partner from a class and role play a situation where you share the document with the employee. Be prepared to present the contract termination in person and share the reasons for your decision. Be formal, precise and honest.

Once finished, exchange your roles and do the same.

SHRNUTÍ KAPITOLY



Students got familiar with the practical usage of the achieved knowledge based on letters of proposal, inquiry, sales letters, covering letters, curriculum vitae, dismissal documents, or application forms and based on the role play activities, they can experience the real situations that can happen to them in the common life when applying for a job, etc. Such kinds of letters can be used mainly in the business-related contexts and need to fulfill the specific structure and usage of formal language with the intention of providing the honest and accurate information to the recipients.

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SHRNUTÍ STUDIJNÍ OPORY

Based on the content of the material, students got a chance to get familiar with the basic problematic of the Business Correspondence and selected elements of the most important features, styles and forms being used.

Each chapter focuses on the separate field and problematics of the business sphere, the main kinds of the communication being used either in the written, or an electronic form.
















There are plenty additional exercises and questions which students can use to check the knowledge achieved, tasks to work in pair, or small groups as well as to practise writing various kinds of documents at home, based on the practical preview.

Students could practise the topics in the class, share their opinions with another students, but had a chance to role play various situations based on the correspondence.

All the tasks are mentioned at the end of each chapter with the clear explanation and instructions given in order to follow up correctly.

The tasks were intended to be made in such way that students can enjoy the practise and get a feeling that they would be prepared correctly once they get chance to deal with such situations in the real life.

PŘEHLED DOSTUPNÝCH IKON

	Čas potřebný ke studiu		Cíle kapitoly
	Klíčová slova		Nezapomeňte na odpočinek
	Průvodce studiem		Průvodce textem
	Rychlý náhled		Shrnutí
	Tutoriály		Definice
	K zapamatování		Případová studie
	Řešená úloha		Věta
	Kontrolní otázka		Korespondenční úkol
	Odpovědi		Otázky
	Samostatný úkol		Další zdroje
	Pro zájemce		Úkol k zamyšlení

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Název: **Business Correspondence**

Autor: **Mgr. Lukáš Varga**

Vydavatel: Slezská univerzita v Opavě
Filozoficko-přírodovědecká fakulta v Opavě

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