

- Ms. Aishwarya Gopalakrishnan: ICT & E resources usage

1. Open Office

2. Website

3. Video

4. G-suite: Google Form

MS Office: Sample PPT of Business Communication Lab

Letter Writing:

Reading and Thoughtfully
Corresponding



" Letters are the carriers of news and knowledge, instrument of trade and industry, promoter of mutual acquittance, of peace and goodwill among men and nations." - Charles W. Eliot

"The art of Letter writing is no mere ornamental accomplishment, but something that every educated person must acquire for practical reasons." - Wren and Martin

"The letters are the soul of trade."
- James Howell

Definition of "Letter"

Letter

"A written or printed communication directed to a person or organization."

Letters may be created and sent as:

- E-mail or electronic transmissions (including faxsimiles)
- Hand-delivered transmissions
- Regular mail transmissions

Letter Writing Etiquette

Etiquette is good manners or appropriate or accepted social practices that reflect and promote civility.

When should you write a letter?

- To thank someone who has been gracious, kind or helpful to you.
- When you need assistance or answers to help you make intelligent decisions.
- To respond to a letter or letter request that you have recently received. (do not wait too long)
- To create legal documents that record information and support claims.
- To show that you are a courteous, professional, detail-oriented person who is aware of etiquette.

Example: Websites referred

- 1. Business Ethics: <https://businesscasestudies.co.uk/anglo-american/business-ethics-and-corporate-social-responsibility/what-are-business-ethics.html>
- 2. Nike & Sustainability: <https://hypebeast.com/2016/5/nike-sustainability-report-2016>
- 3. Youtube
<https://www.youtube.com/watch?v=d9K0cZGQgHA>
- 4. Newspaper
<https://www.indiatimes.com/news/india/taj-mahal-is-turning-brown-green-and-here-is-how-it-can-be-fixed-344626.html>
- 5. <https://www.about.sainsburys.co.uk/making-a-difference/environment>

Example: Videos referred- CSR Activity of Seimens-PrOject Asha- 401 MFS

Siemens India CSR Initiative

Project Asha

Siemens in partnership with an NGO, AROEHAN enhanced the living conditions of people from the Amle village through interventions in water, health, education and energy. Siemens also played a role in enabling farmers of Amle on modern agriculture techniques, facilitating them to connect with the market for their farm produce thus improving their livelihood opportunities. Amle has demonstrated how technology can transform rural India and make it sustainable. A model that can be replicated across 600,000 villages in India.

07:19



Google Forms: To conduct students practice sessions for MCQ's :103 LAB



103. LEGAL ASPECTS OF BUSINESS MCQ

CHAPTER - 4

*Required

Email address *

Your email address

Name of the Student *

Your answer

