



Param Pujya Dr. Babasaheb Ambedkar Smarak Samiti's

Dr. Ambedkar Institute of Management Studies & Research

Deeksha Bhoomi, Nagpur - 440010 (Maharashtra State) INDIA

NAAC Accredited with 'A' Grade

Tel: +91 712 6521204, 6521203, 6501379

Email: info@daimsr.in

Electronic Mail

Unit II

For Internal Circulation and Academic
Purpose Only

Programme Educational Objectives

Our program will create graduates who:

- 1. Will be recognized as a creative and an enterprising team leader.*
- 2. Will be a flexible, adaptable and an ethical individual.*
- 3. Will have a holistic approach to problem solving in the dynamic business environment.*

Business Communication & Information Systems

Course Outcomes

- CO1-Given the circumstances, student manager will be able to ascertain the barriers to communication and also propose measures to overcome these barriers.
- CO2 In a given situation, student manager will be able to identify essentials parameters of effective communication and will also be able to justify the same.
- CO3 For given situation student manager should be able to draft Business letter for an organization.
- CO4 Given the circumstances, student manager will be able to draft E-mail to concerned authority/person.
- CO5 Given the circumstances, student manager will be able to gather data and make an informed decision based on it.
- CO6 Student manager will be able to identify & explain modern trends in information system.

What is an Email

- Messages distributed by electronic means from one computer user to one or more recipients via network
- Email is a method of exchanging message between people using electronic devises

How to write a formal email

Follow these five simple steps to make sure your English emails are perfectly professional.

1. Begin with a greeting
2. Thank the recipient
3. State your purpose
4. Add your closing remarks
5. End with a closing

Begin with a greeting

- Always open your email with a greeting, such as “**Dear Lillian**”. If your relationship with the reader is formal, use their family name (eg. “**Dear Mrs. Price**”). If the relationship is more casual, you can simply say, “**Hi Kelly**”. If you don’t know the name of the person you are writing to, use: “**To whom it may concern**” or “**Dear Sir/Madam**”.

Thank the recipient

- If you are replying to a client's inquiry, you should begin with a line of thanks. For example, if someone has a question about your company, you can say, **“Thank you for contacting ABC Company”**. If someone has replied to one of your emails, be sure to say, **“Thank you for your prompt reply”** or **“Thanks for getting back to me”**. Thanking the reader puts him or her at ease, and it will make you appear more polite.

State your purpose

- if you are starting the email communication, it may be impossible to include a line of thanks. Instead, begin by stating your purpose. For example, **“I am writing to enquire about ...”** or **“I am writing in reference to ...”**.
- Make your purpose clear early on in the email, and then move into the main text of your email.

Some pros...

- Its informal
- Messages can be sent to many people at the click of a button
- You can attach a file and send it very easily
- It is instant – messages are delivered in seconds
- Economic
- Time zone friendly
- It can be prioritized. You can decide which e-mail to read first when you open your mail box

What we need to avoid

- Wrong time and date
- Vague subject line- use words like urgent, enquiry, request etc.
- No greetings and no sign off
- Poor formatting
- Vague messages
- Hunting for the response- you must guide your reader towards response expected , otherwise you can never be sure about achieving right results.
- Unfriendly tone
- Use of CC and BCC
- Grammar, Spelling and punctuation

How can you make E-Mail Work for you

- Turn off the instant messaging system
- Don't Feel Obligated to give detailed reply
- Send CC to those who need to know, not to everyone you know
- Set up filters on your email systems
- Don't get panic- you can always pick up the phone

Creating Electronic Rapport

- Lead the reader into the message
- Ex- Thanks for last week lunch, it gave us a good opportunity to learn more about your new project, which sounds very interesting.
- I am glad we were able to speak on telephone this morning. It was good to clarify this issue.
- Thanks for calling me today. It is nice to speak to you rather than always using e-mails.
- That is an interesting news you gave us today, congratulations!- you have been working really hard to ensure the success of this project.

Show emotions

- I will be please to help to sort out this problem
- I appreciate your effort and sure that you will find out some way to resolve it .
- I understand what you mean and appreciate your concern
- I am happy to offer you an extra discount of 5% in these circumstances.

Reference

- Raman Meenakshi, Singh Prakash, Business Communication, Oxford University Press, 2006
- Roy W. Poe, Rosemary T. Fruehling Business Communication- Fifth edition, paradigm Publication Inc.
- Williams, Krizan, Logan, Merrier, Communication In Business; Cengage learning.