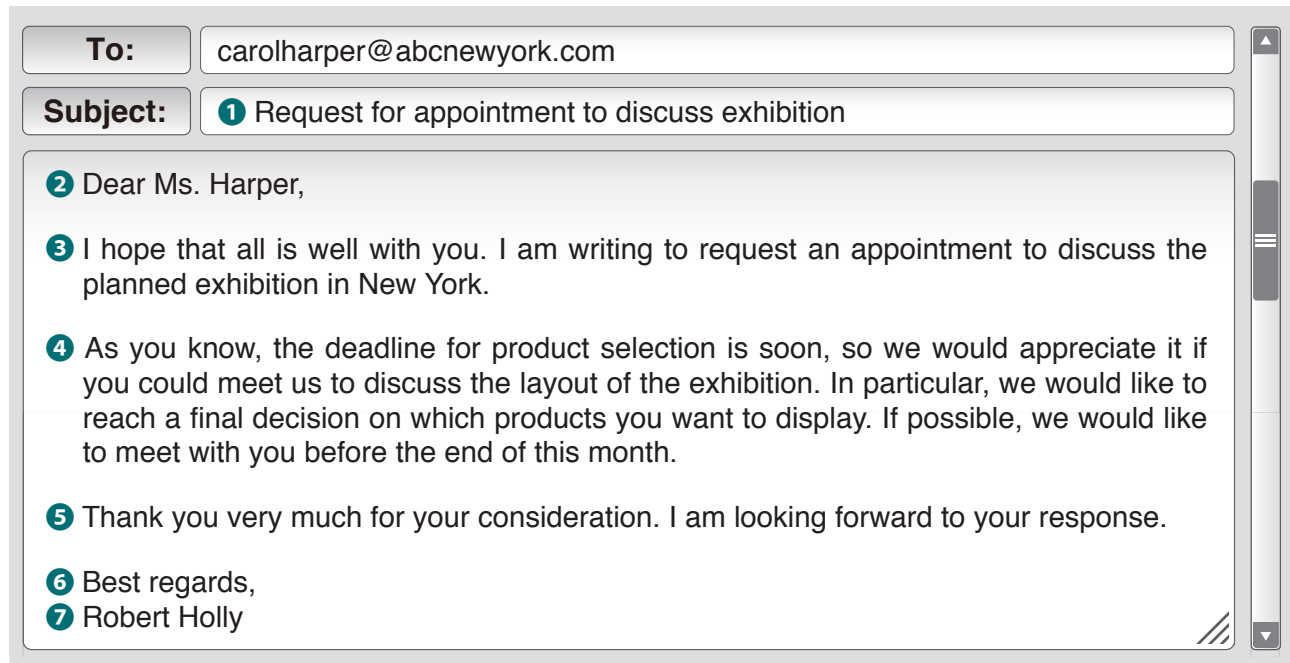Today, more and more companies are expanding their businesses overseas. In order to do so, employees need to be able to communicate with business partners, including coworkers, customers, and suppliers, in other countries. This book is designed for professionals and students in vocational schools and colleges to help them develop the language skills needed to succeed in a global work environment.

In addition to possessing strong language skills, a successful international businessperson needs to understand the nuances of formal, semi-formal, and casual business communication. This book includes training on how to compose emails in a number of different styles and, in addition, provides valuable information on how best to conduct business in a global context, using several culture-specific examples. After completing this book, learners will have a thorough understanding of global business practices, guaranteeing them success in their future careers.

The Structure of a Business Email

A good business email typically has seven parts. Using this structure will ensure your email is professional and easy to understand. In this course, you will learn how to write the different parts of a good business email.

To:	carolharper@abcnewyork.com
Subject:	❶ Request for appointment to discuss exhibition

❷ Dear Ms. Harper,

❸ I hope that all is well with you. I am writing to request an appointment to discuss the planned exhibition in New York.

❹ As you know, the deadline for product selection is soon, so we would appreciate it if you could meet us to discuss the layout of the exhibition. In particular, we would like to reach a final decision on which products you want to display. If possible, we would like to meet with you before the end of this month.

❺ Thank you very much for your consideration. I am looking forward to your response.

❻ Best regards,
❼ Robert Holly

❶ Subject Line
The subject line should give the reader a clear idea of the contents of the email before they actually open the mail, but it needs to be short. (See page 42 for more information.)

❷ Salutation
The salutation is a greeting that needs to be appropriate for the level of formality of the email. (See pages 11 and 53 for more information.)

❸ Opening Paragraph
The opening paragraph includes a friendly comment and explains purpose of the email. (See pages 17 and 84 for more information.)

❹ Body
The body is the main content of the email. It can be divided into paragraphs, but should not include too much information. (See pages 29 and 36 for more information.)

❺ Closing Paragraph
The closing paragraph contains another friendly comment and may suggest next actions. (See pages 48 and 78 for more information.)

❻ Valediction
The valediction is the words we use to end the email, and it should be appropriate to the level of formality. (See page 23 for more information.)

❼ Your Name
There are different ways to write your name, depending on the level of formality. (See page 5 for more information.)

Level of Formality: Choosing between Formal, Semi-Formal, and Casual

When communicating in business, it is important to consider the level of formality. Using very casual language with a senior member of staff can make you sound unprofessional, whereas using very formal language with a coworker can make you sound unfriendly. So how do you choose the correct level of formality?

Business writing can be divided into three types:

• **FORMAL WRITING**: This is very polite and respectful, but can seem unfriendly if we are communicating with people we are close with.

• **CASUAL WRITING**: This is natural and friendly, and it sometimes resembles spoken English. However, it can seem disrespectful if we are communicating with very senior or important people.

• **SEMI-FORMAL WRITING**: This is a balance between the two other types and is most commonly used in business situations. It is polite and respectful but at the same time friendly.
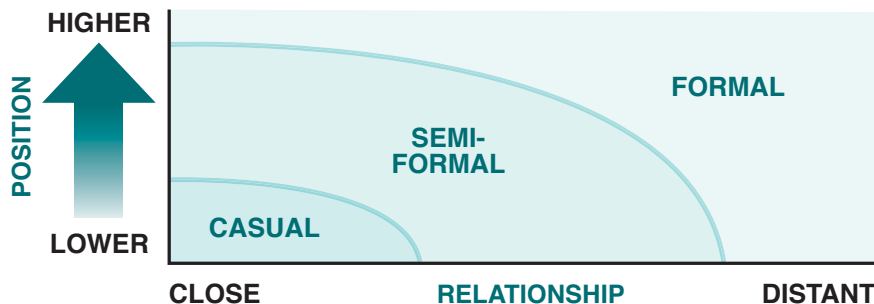
To choose the correct level of formality, think about these two questions:

1. What is your relationship with the other person?
How well do you know them? If you know each other well, you have a "close relationship." If you have never met or you barely know each other, you have a "distant relationship."

2. What is the position of the other person?
Is the person junior or senior to you, or at the same level as you?

If you are ever unsure which of the three types to use, it is safer to use a semi-formal tone because this is appropriate for most business situations. However, think carefully about the content of your message. For example, if you are discussing a very serious topic or making a difficult request, you may want to use a more formal tone.

In this course, you will learn formal, semi-formal, and casual expressions for different types of email. However, remember to choose an appropriate level of formality before writing your email.

CONTENTS

Introducing Yourself

ey Words and Phrases

- business administration
- assign to
- belong to
- coworker
- department
- employee
- graduate from
- major in
- marketing
- orientation
- recruit
- senior
- social media

GOAL *Learn how to introduce yourself to coworkers and business contacts.*

1. Vocabulary

Match the underlined words to the meanings.

_____ ❶ I <u>majored</u> in English literature at university.

_____ ❷ I started a new job and my new <u>coworkers</u> bought me lunch.

_____ ❸ She recently started working in the IT <u>Department</u>.

_____ ❹ I have been <u>assigned to</u> the sales team.

_____ ❺ "Nice to meet you." "<u>Same here</u>."

A the people you work with   D give someone a job or position

B part of a company   E I feel the same way

C studied

2 Listening 🎧 01

Listen to the conversation and choose the correct answer to each question.

_____ ❶ Who is Tom?

     Ⓐ Miyuki's manager   Ⓑ Miyuki's coworker   Ⓒ Miyuki's friend   Ⓓ Miyuki's professor

_____ ❷ Which area does Tom work in?

     Ⓐ Recruitment   Ⓑ Manufacturing   Ⓒ Finance   Ⓓ Computing

_____ ❸ When did Miyuki graduate?

     Ⓐ Three years ago   Ⓑ Two years ago   Ⓒ Last year   Ⓓ This year

_____ ❹ What was Miyuki's major?

     Ⓐ Marketing   Ⓑ Media   Ⓒ Accounting   Ⓓ Business Administration

3 Conversation 🎧 01

Practice the conversation with your partner.

Tom	Hello. Are you new?
Miyuki	Yes, my name is Miyuki Hara.
Tom	It's nice to meet you. I'm Thomas Davies, but please call me Tom.
Miyuki	Nice to meet you, too, Tom. Which department do you work in?
Tom	I belong to the Accounting Division. How about you?
Miyuki	I work in the Marketing Department. I have been assigned to the Social Media Team.
Tom	Sounds interesting. So did you graduate this spring?
Miyuki	Yes, I graduated from Florida State University.
Tom	What did you study?
Miyuki	I majored in Business Administration.
Tom	Great. Well, I'd better get back to work. My coworkers are waiting for me. It was nice talking with you.
Miyuki	Same here.

4 Useful Expressions

Complete the expressions with words from the conversation.

Telling people your name

- **My name is** Miyuki Hara.

- **I'm** Thomas Davies.

- **Please** ① _____ **me** Tom.

Greeting someone for the first time

- F It's a pleasure to meet you.

- S It's ② _____ to meet you.

- C Good to meet you.

F =formal   S =semi-formal   C =casual

Telling people about your job

- I ③ _____ **to** the Accounting Division.

- **I work in** the Marketing Department.

- **I have been** ④ _____ **to** the Social Media Team.

Telling people about your university

- I ⑤ _____ **from** Florida State University.

- **I studied** Business Administration.

- **I majored in** Economics.

5 Speaking

Make conversations for the people in the chart below. Use the conversation above to help you.

Conversation	Conversation	Conversation
A • Elizabeth Brown (Liz) • HR Department	• Jonathan Thompson (John) • Sales Division	• Katherine Black (Kate) • R&D Department
• Allen Smith • IT Department • Database Team	• Michelle Jones • Legal Department • Contracts Team	• Shelly Wilson • Sales Department • Online Sales Team

6 Reading

02

Read the article and choose the correct answers to the questions.

My first week at Google

So I am officially a "Noogler," a new hire at Google!

On Monday, I arrived at the campus and went to orientation to create my log-in details and have my photo taken for my employee ID. There was a long line of people waiting, but it was fine because there were some musicians playing for us! I introduced myself to some other new recruits. Some, like me, had just graduated from college, but others were moving to Google from other jobs.

We had two days of orientation, on Tuesday and Wednesday, where we learned all about working for Google – and we also got to eat at some of the great restaurants on campus.

After orientation, I was assigned a mentor – a senior coworker from my department. She took me to my desk and introduced me to the rest of our team. They were all really friendly. I'm looking forward to working with them.

_____ ❶ What is the article mainly about?

    A Looking for a new job   B Applying for a new job

    C Starting a new job   D Helping a new recruit

_____ ❷ What did the writer NOT do on her first day?

    A Talk with other new employees   B Set up her username and password

    C Get a picture taken   D Meet her team members

_____ ❸ What did the writer do before working at Google?

    A She worked for another company.   B She was a university student.

    C She was a musician.   D She worked in a restaurant.

_____ ❹ In the article, the word "hire" in paragraph 1, line 1, is closest in meaning to

    A manager   B recruit

    C mentor   D training

7 Example Business Email

Read the **SEMI-FORMAL** email that Miyuki sent to introduce herself to her new coworkers. Check (✓) the topics she includes.

☐ age ☐ department ☐ hobbies ☐ hometown ☐ team ☐ university course

To:	allstaff@pc-news.com
Sub e t:	Nice to meet you all!

SEMI-FORMAL

Hello everyone,

I hope you are well.

My name is Miyuki Hara. I recently joined the Marketing Department, and I have been assigned to the Social Media Team. Let me tell you about myself. Prior to joining PC News, I graduated from college with a degree in Business Administration. Outside of work, I enjoy playing tennis and watching movies. I am really excited to be working here and I will try my best to learn quickly!

Please let me know if there is anything I can do for you. I am looking forward to working with you all.

Best regards,
Miyuki

8 *Essential Email Expressions*

Write F (formal), S (semi-formal), or C (casual) next to each expression in the chart.

Greeting eo le

_____ **1 Hello** everyone,

_____ **2 Dear** all,

_____ **3 Hi** guys,

O ening   leasantry

_____ **4** How's it going?

_____ **5** I hope you are well.

_____ **6** I hope this email finds you well.

Introdu ing yourself

_____ **7** Let me tell you about myself.

_____ **8** Please allow me to introduce myself.

_____ **9** Here's a little about me.

about me

Offering hel

_____ **10** Please do not hesitate to contact me if . . .

_____ **11** Please let me know if . . .

_____ **12** Please feel free to ask if . . .