

国際ビジネス・コミュニケーション2

月曜4限・学部・2.0単位

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2012年10月15日 (Lecture 3)

外大 AV5教室

今日のアジェンダ

- Business E-mail Communication (復習)
- Writing Basic Memos/Reports
- チーム編成の確認
- 次回までの課題

Business E-mail Communication (復習)

- ❑ **The Importance of Subject Line**

- ❑ **Respectability of E-mail**
 - **E-mail or hard copy?**—Use hard copy for important business correspondence, for example, contracts or invitations to VIPs.
 - **Keep it brief**—If you have a lot of information to convey, put it in an attachment and, in e-mail text, explain what is in there, and what actions you would need from your recipients.

Writing Basic Memos/Reports (1)

□ **What is a memorandum in business settings?**

Business memos are a piece of interoffice correspondence sent between employees in a company or between company subsidiaries to transmit ideas, decisions, requests or announcements. They are more private and more formal than emails but less formal than letters. They can also be compared to reports, but very short ones.

□ **Format, Structure, Organization**

- **Heading**—Date, To, From (with initials), Subject
- **Message**—Opening, Middle (Body), Closing

Sources: <http://www.savvy-business-correspondence.com/BusinessMemos.html>
http://www.youtube.com/watch?v=n5Zyn9y_MDs&feature=player_embedded
<http://www.youtube.com/watch?v=nd6flvvIQS0&feature=related>

Writing Basic Memos/Reports (2)

Why write reports?

Reports offer businesses and organizations the information they need to produce, evaluate, and carry out their work.

Reports, long and short, help businesses by

- creating a record for routine and special activities;
- documenting details related to incidents, projects, and studies;
- checking results of work, plans, and production; or
- evaluating options and making decisions.

What are the common types of reports?

The chart that follows identifies the main types of reports, along with their goals. To determine which type of report to use, you need to identify your purpose, your reader, and his or her expectations.

Writing Basic Memos/Reports (3)

Types of Reports

Type	Examples	Writer's Goal
Incident	accident, breakdown, error, or stoppage	Examine a situation to determine causes, effects, and solutions.
Periodic	weekly, quarterly, or annual; evaluation, department, or status	Provide information at regular time intervals so work can be tracked.
Investigative		Provide results of research and testing
Progress	initial, interim, completion, or follow-up; activity, campaign, project, or grant	Provide details about how a project or job is progressing.
Trip	conference, convention, customer service, field, inspection, sales trip	Share results of activities that happened away from the workplace.

次回までの課題

□ 次回までの課題

1. 各自、ウェブ上に掲載されているビジネス・メモ／レポートのサンプル(少なくとも10本)に目を通す。文章形式、構造等について復習。
2. 第1回目のメモ／レポートで取り組む業界動向報告の業界、企業、具体的なテーマ等について決定。最初の主著者二人を決める。

グループリーダーは、(2)の課題について、進捗状況をメールにて報告。

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→ 次回のクラス内でも各チームのテーマについて発表。特定業界の最近の注目すべき動向についてリサーチし報告する。3本のメモ／レポートに分けて報告するため、全体・各メモで取り上げるテーマについて話し合いができるよう、次回のクラスまでにできるだけリサーチを進め、集めた情報は持参するように。