

国際ビジネス・コミュニケーション2

後期・月曜3限・学部・2.0単位

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2013年10月21日 (Lecture 3)

神戸外大 1AV教室

今日のアジェンダ

- Writing Basic Memos/Reports
- チーム編成の確認
- 次回までの課題

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5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。

締切期限：10月27日(日)22時

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→ 次回のクラス内で各チームのテーマについてクラスに報告。その後、特定業界の最近の注目すべき動向について各自の研究結果をもちより、チーム内で情報共有。3本のメモ／レポートに分けて報告するために、全体・各メモで取り上げるテーマについて話し合う。