

UNIT TITLE: PREPARE A BUSINESS LETTER IN ADVANCED ENGLISH		NOMINAL HOURS: 60
UNIT NUMBER: D1.LAN.CL10.10		
UNIT DESCRIPTOR: This unit deals with the skills and knowledge required to write a business letter in advanced English in the workplace		
ELEMENTS AND PERFORMANCE CRITERIA	UNIT VARIABLE AND ASSESSMENT GUIDE	
<p>Element 1: Recognise the purposes of different types of business letters in the workplace</p> <p>1.1 Identify <i>the purposes of various business to business letters</i></p> <p>1.2 Identify <i>the purposes of business to customer letters</i></p> <p>1.3 Identify <i>the purposes of letters from employer to employee</i></p> <p>Element 2: Understand the conventions of a writing a business letter in English</p> <p>2.1 Identify <i>an appropriate format for a business letter</i></p> <p>2.2 Explain the importance of <i>tone</i> when writing a business letter in English</p> <p>2.3 Discuss <i>the type of language preferred in business letters in English</i></p> <p>2.4 <i>Plan a response to a business letter</i></p>	<p>Unit Variables</p> <p>The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment</p> <p>This unit applies to all industry sectors within the labour divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> 1. Front Office 2. Housekeeping 3. Food and Beverage Service 4. Food Production 5. Travel Agencies 6. Tour Operation <p><i>The purposes of various business to business letters may include:</i></p> <ul style="list-style-type: none"> • Explaining terms and conditions • Complaining about faulty goods or poor service, or to request a refund • Following up informal or formal discussions and to formalise decisions • Giving a price quotation • Giving credit approval, or refusal 	

<p>Element 3: Apply the conventions of writing a business letter in English</p> <p>3.1 Apply an appropriate format for a business letter in English</p> <p>3.2 Use an appropriate friendly and professional tone when writing a business letter in English</p> <p>3.3 Use the type of language preferred in business letters, including correct spelling, punctuation and grammar</p>	<ul style="list-style-type: none"> • Informing through product information, or sales letters • Introducing a person, or policy • Inviting through invitational letters to launches and other events • Persuading through promotional, or marketing and sales offer letters. <p><i>The purposes of business to customer letters may include:</i></p> <ul style="list-style-type: none"> • Confirming bookings, itineraries, payments • Sending an invitation • Offering special deals and discounts • Persuading • Providing information about terms and conditions • Responding to a complaint, suggestion or enquiry • Thanking and welcoming new customers. <p><i>The purposes of letters from employer to employee may include:</i></p> <ul style="list-style-type: none"> • Confirming employment and welcoming employee • Outlining company policies and procedures • Explaining employee's responsibilities and entitlements • Congratulating and acknowledging fine performance • Confirming staff appraisal outcomes and training plans • Warning and/or dismissing. <p><i>An appropriate format for a business letter may vary from enterprise to enterprise and relates to:</i></p> <ul style="list-style-type: none"> • Layout regarding the inclusion of a return address, date, inside address, salutation, e.g. Dear ...
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- Paragraphs for the introduction, body of the letter and conclusion; usually aligned to the left margin
- Closing, e.g. Yours faithfully when writing to someone for the first time; or yours sincerely
- Signature, it is common practice for the full name to be signed if the person being written to is not known personally
- Name and position is written below the signature; titles such as Ms. or Mr. Are not generally included
- Abbreviations at the bottom of the page such as cc: and the person's name when a copy of the letter is sent to someone else
- Business letters are usually word processed.

Tone may relate to:

- The friendliness conveyed e.g. When making a request, agreeing to a request, unable to meet a request, giving good and bad news
- The degree of professionalism of the writer and general respect shown towards the reader
- The relationship with the reader.

The type of language preferred when writing a business letter in English should include:

- Concise, unambiguous statements
- Active voice rather than passive, e.g. *"I will see to it personally"* rather than *"The matter is being looked into"*
- Language that has a reader friendly quality, e.g. words chosen are not obscure, or a big word is used where a smaller word would do; sentences are succinct and to the point and complex ideas are expressed simply
- Language deals with specifics rather than vague generalities, e.g. *"Your order should arrive by next Monday"* rather than *"Your order should arrive soon"*
- Non-sexist, non-discriminatory language

- Polite language rather than abrupt and bossy sounding language
- Offers of help in the closing paragraph, e.g. *“Please do not hesitate to contact us again if you need any help”* or *“Please let us know if we can be of any assistance in the future”*
- Cohesion achieved between and within sentences and paragraphs and the text as a whole by the use of connectives, discourse and time markers, reference and substitution
- Correct spelling, punctuation and grammar.

Plan a response to a business letter may relate to:

- Knowing the purpose of the letter
- Understanding who is going to read the letter
- Deciding on the contents of each paragraph, i.e. The introduction, body and conclusion.

Assessment Guide

The following skills and knowledge must be assessed as part of this unit:

- Knowledge of the enterprise’s policies and procedures in regard to writing business letters in advanced English
- Ability to identify the different types of business letters written in English in the workplace
- Ability to analyse and apply an appropriate format for a business letter in English
- Ability to plan a response to a business letter
- Ability to use the correct tone in a business letter written in English
- Ability to use the preferred language found in business letters
- Ability to use correct spelling, punctuation and grammar.

Linkages To Other Units

- Build and maintain a team approach to service delivery
- Establish and maintain a business relationship

- Organise functions
- Maintain contacts with handling agents
- Promote products and services to customers
- Apply industry standards to team supervision
- Implement, monitor and evaluate a training and development program
- Plan and promote training courses
- Manage and resolve conflict situations
- Read and write English at an advanced level
- Read and write English at a supervisory level.

Critical Aspects of Assessment

Evidence of the following is essential:

- Understanding of the types of business letters written in advanced English likely to be encountered in the workplace
- Demonstrated ability to plan a response to a business letter that has a clear purpose, is mindful of the audience and the contents of each paragraph
- Demonstrated ability to use the correct format of a letter, including layout, inclusion of date, addresses, paragraphs, salutations and closings
- Demonstrated ability to employ the correct tone in business letters which is friendly and professional
- Demonstrated ability to write two business letters using preferred language, correct spelling, punctuation and grammar.

Context of Assessment

This unit may be assessed on or off the job:

- Assessment should include practical demonstration of writing a business letter in English either in the workplace or through a simulation activity, supported by a range of methods to assess underpinning knowledge
- Assessment must relate to the individual's work area or area of responsibility.

Resource Implications

Training and assessment to include access to a real or simulated workplace with suitably qualified English as a Second Language (ESL) teachers; and access to workplace standards, procedures, policies, guidelines, tools and equipment.

Assessment Methods

The following methods may be used to assess competency for this unit:

- Worksheets
- Observation of practical candidate performance
- Oral and written questions
- Case studies and simulations
- Project and assignment work.

Key Competencies in this Unit

Level 1 = competence to undertake tasks effectively

Level 2 = competence to manage tasks

Level 3 = competence to use concepts for evaluating

	Key Competencies	Level	Examples
	Collecting, organising and analysing information	2	Locate and gather facts and figures for a business letter
	Communicating ideas and information	2	Respond to a business letter
	Planning and organising activities	2	Plan a business letter
	Working with others and in teams	1	Discuss the purpose of various business letters with colleagues
	Using mathematical ideas and techniques	2	Identify trends in graphs, tables or charts
	Solving problems	2	Offer suggestions for suitable responses to different types of business letters
	Using technology	2	Use a word processor to prepare a business letter