

## **BUSINESS COMMUNICATION**

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### **Unit-3**

**Job related communication: Letter of application- Drafting the application- Elements of structure of Application- Resume Preparation.**

#### **Job-related Communication**

#### **APPLICATION LETTER**

##### **Definition:**

A letter of application, also known as a cover letter, is a document sent with your resume to provide additional information on your skills and experience. A letter of application typically provides detailed information on why you are qualified for the job you are applying for.

Effective application letters explain the reasons for your interest in the specific organization and identify your most relevant skills or experiences. Your application letter should let the employer know what position you are applying for, why the employer should select you for an interview, and how you will follow-up.

##### **When writing an application letter you should include:**

##### **First Paragraph:**

Why you are writing - mention the job you are applying for and where you found the listing.

##### **Middle Paragraph(s):**

What you have to offer the employer - mention why your skills and experience are a good fit for the job.

##### **Last Paragraph:**

Say thank you to the hiring manager for considering you and note how you will follow up.

## **How to write an effective application letter?**

Specifically state what it is that you are applying for or interested in applying for (e.g., the position, appointment, student or other visa, extension on a deadline, loan, credit card, etc.).

Identify the reason that you are applying. Be as specific as possible.

Give the reasons that you feel you merit or qualify for the position or object/thing you are applying for; if applicable (e.g., your goals, experience, qualifications or accomplishments, positive traits, and so forth).

Identify what you hope to accomplish by sending your letter and the action you would like the recipient to take.

Indicate the date by which you would like a response to your letter or by which you would like the action to be taken.

Refer to any other documents you have included with your letter, such as application or other forms, letters of recommendation, resume, examples of your work, etc.

Include a request for any information you would like to be sent, if applicable.

Include your contact information, such as e-mail address or phone number where you can most easily be reached and the time(s) when you are available for calls, etc.

Close your letter by sincerely thanking the person for his/her time or for any assistance he/she can give you.

## **Drafting of application letters**

### **How to Draft an Appointment Letter?**

A well-drafted appointment letter does not only provide all the related information, including the offered designation, cost to company, the company's policies, and code of conduct; it is also a proof for the employee to have been selected for the given role.

## **What Does a Perfect Modern Resume Look Like?**

### **Step 1**

It should be created on the company's letterhead and follow the block style of business letter writing.

In addition:

- All the lines should be even left
- Top line should have the date
- Four spaces down, the next line should have employee's name and address with a single spacing between the lines
- Include the salutation after two spaces
- Next, begin your letter after two spaces

### **Step 2**

The letter should have a warm and welcoming opening with a summary of your purpose of writing. Say for example; "We are pleased to offer you the position of ABC in XYZ organization with a starting date of Monday, October 25, 2016."

### **Step 3**

The letter should describe the job responsibilities, general working hours, probation period, etc. If the job requires travel, specify it on the appointment letter with an approximate value of the number of hours on road or number of days abroad. Consider the following example: "As an ABC, you will be required to travel to out-of-state clients as well as in-state clients 60 percent of the time, at a schedule that your reporting manager would determine."

### **Step 4**

Additionally, an appointment letter should mention the employee's remuneration, medical benefits and any other terms that were discussed during the interview. Include a company's handbook that informs the employee about holidays, company procedures, dress codes or any other policies that the employee should know.

### **Step 5**

In the next section, ask the employee to acknowledge the letter in the designated space and mention the date by which you want the letter to be signed and returned. Inform the employee that a copy would be submitted to him/her once it has been signed by the signing authority.

**Step 6**

The last part of the letter i.e., the closing should have a positive note. End with something like “We look forward to your response to this letter. Your skills and experience would be valuable for this role. For any questions or further explanation, you could get in touch with <the company’s contact number>. We at <name of the organization> look forward to building a positive working relationship.”

**Step 7**

End the letter with ‘Sincerely’ followed by your name, designation and signature.

**Step 8**

Proofread to make the appointment letter error free before you send it.

## DRAFT LETTER OF APPOINTMENT FOR DIRECTORS

Date:

To

Mr./Mrs. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Dear Sir/Madam

On behalf of all the Board Members of Gravita India Limited (hereinafter referred to as Company), I would like to express my gratitude to appoint you as independent director on the Board of Directors (hereinafter referred as Board) of the Company with effect from \_\_\_\_\_. As an Independent Director you will not be liable to retire by rotation.

This letter of appointment set out the terms and conditions covering your appointment which are as follows:

**1. Appointment:**

1.1 Your appointment is subject to the approval of Shareholders in the General Meeting and receipt of your consent to act as an Independent Director of the Company.

1.2 You are appointed for a period of \_\_\_\_\_ years i.e. upto \_\_\_\_\_.

**2. Committee:**

The Board may, if it deems fit, invite you for being appointed on one or more existing Board Committees or any such Committee that is set up in the future. Your appointment on such Committee(s) will be subject to the applicable regulations.

**3. Status of appointment:**

You will not be an employee of the Company and this letter shall not constitute a contract of employment. You will be paid such remuneration by way of sitting fees for meetings of the Board and its Committees as may be decided by the Board. Further, you will also be paid remuneration by way of commission as may be approved by the Board and the Shareholders from time to time.

**4. Commitment**

As an Independent Director you are expected to bring objectivity and independence of view to the Board's discussions and to help provide the Board with effective leadership in relation to the Company's strategy, performance, and risk management as well as ensuring high standards of financial probity and corporate governance. The Audit Committee also meets at least four times in a year. Besides, there are other Committee meetings like Nomination and Remuneration Committee, Stakeholders' Relationship Committee and Corporate Social Responsibility Committee. You will be expected to attend Meetings of Board, Board

## **Elements of Structure of application letters**

The job application letter format should be short and succinct. It may possibly contain four or five paragraphs which could be structured as below:

### **Opening paragraph:**

The opening paragraph is an introduction. It will state which job you are applying for and possibly where you saw any job advertisement. It may also state that the CV is enclosed. This paragraph would obviously need to be finely tailored to suit the application in terms of where the advertisement was seen, or how you hear about it, the information supplied and the number of referees provided, indeed, if referees are required at this stage.

### **Second paragraph:**

This section of the job application cover letter can be used to explain why you are applying detailing what particular experience skills or reasons you have that would make you suitable for the job.

It is probably best to limit the number of bullet points (if you want to use bullet points) to about three, otherwise the letter starts to become a bit too long, and it may start to repeat the CV, rather than add a new perspective.

### **Third paragraph:**

This paragraph can be used to explain why you would be of particular value to the company, and give them a reason for taking your application further. This paragraph could be used to provide an example of something you have achieved that would benefit the new company.

For this paragraph, try to think of some area in which you have achieved significant success. This can be large or small, depending upon the nature of the position, but it always helps to do something that shows you have initiative and the will to work with others and succeed.

## **Closing paragraph:**

This section can be used to state when you would be available to be contacted and interviewed, detailing any times when you may not be available.

This paragraph is the last one and is typically quite short, but will invite the company to contact you if they need to for any reason. It may include your phone number and / or email address - they will already have your postal address at the head of the letter, and although they are likely to have your contact in the CV, it does no harm to provide it again.

For applications, especially for professional positions, it always helps to have a professional looking email. Emails addresses like mischevious.monkey@xxxxxxxxxxx.com do not look good on application forms.

As part of the standard letter format, your address should be at the top right hand corner of the letter. It may also be necessary to include a relevant telephone number here.

This format for a job application cover letter is only one suggestion. It can be formatted as required according to the particular situation.

## **Preparation of Resume**

A resume is a document commonly used in the hiring process. It includes information about your background and qualifications and should communicate the most important, relevant information about you to employers in a clear, easy-to-read format. The goal is to quickly communicate why you are uniquely qualified for the position based on your skills and experiences.

### **How to create a professional resume 1.Start by choosing the right resume format**

A “format” is the style and order in which you display information on your resume. There are three commonly-used resume formats you can choose from depending on which is right for you: Chronological (or reverse-chronological), functional or a combination.

## **Chronological Resume**

A chronological resume format places the professional history section first and is a good option if you have a rich professional work history with no gaps in employment.

## **Functional Resume**

The functional resume format emphasizes the skills section and is a good option if you are switching industries or have some gaps in your work history.

The combination resume format is a good option if you have some professional experience, where both skills and work history are equally important.

## **2. Include your name and contact information**

Your resume should begin with your name and contact information including your email address, phone number. You have a choice about whether or not to include your mailing address. Your name should be highly visible at the top of your resume with a bolded or larger font than the rest of the document, but no more than a 14 point size. You might also include a link to your online portfolio if you are applying to creative positions, for example.

## **3. Add a resume summary or objective**

After your contact information, you have the option to include either a resume summary or objective statement. An objective statement quickly explains your career goals and is a good choice for those with limited professional experience, such as recent college or high school graduates. A resume summary is a short statement that uses active language to describe your relevant work experience and skills.

## **4. List your soft and hard skills**

Take a moment to consider which skills make you a great fit for the job. Review the job description and highlight keywords that you have had proven success with in the past. Consider both hard (technical) and soft (interpersonal) skills, as well as transferable skills you can use when changing careers or industries. Create a skills section with the keywords that are relevant to the employer. List any required skills like certifications or licenses first.



## **5. List your professional history with keywords**

Write your professional history section in reverse-chronological order. Start with your most recent job and provide a short description including the company name, time period in which you were employed, your job title and a few key achievements during your time at the company. You might also include relevant learnings or growth opportunities you experienced while employed there.

When listing your professional history, you should keep a few best practices in mind:

- Use numbers to measure your impact, when possible. Including specific numerical achievements can help employers understand your direct potential value to their company. Example: “Developed new process for requesting supplies, reducing fulfillment time by 10%.”
- Use keywords from the job description. Similar to your skills section, you should also include information from the job description in your job history bullets. For example, if the job description mentions the importance of meeting sales quotas, you could include information about how you’ve met or exceeded quotas in past roles. Example: “Achieved goal of reaching 250% annual sales quota, winning sales MVP two quarters in a row.”
- Be brief. Employers have mere seconds to review your resume, so you should keep your descriptions as concise and relevant as possible. Try removing filler words like “and,” and “the.” You should also only list key achievements instead of multiple lines describing your role.
- Use action verbs. Make a stronger impact by using action verbs to describe your professional achievements. Some examples include “developed,” “saved,” “drove” and “managed.”

## **6. Include an education section**

An education section will be especially valuable if you have limited work experience (such as recent college or high school graduates) or if you are transferring to a new industry. You can include information such as:

- Relevant coursework
- Grade point average
- Participation in clubs or organizations
- Leadership positions held
- Awards, achievements or certifications

When writing your education section, you should include the name of the institution, dates of attendance and your degree or area of study. If you are applying to mid or higher-level positions, you might remove all but the name of your school and dates of attendance to make room for more relevant professional experience on your resume.

If you have certifications or licenses that are relevant to the job description, you can include them in this section as well. To save space, you can leave off any credentials that are not directly related to the requirements of this job.

## **7. Consider adding optional sections**

If you have significant white space on your resume, consider adding an achievements or interests section. This can help supplement a shorter resume, especially for those with limited work and educational experience. Makes sure that the achievements and interests you list support your career goals and are relevant to potential employers.

## **8. Format your resume**

While the layout of your resume is important, you should also take time to pay attention to formatting details like font style, font size, margins and spacing. Formatting your resume can make it look clean, professional and improve readability. This is key when attempting to keep an employer's attention. Here are a few key tips that can help make your resume look polished:

- Make your font between 10 and 12 point size.
- Select a font that is clean and easy to read like Arial or Helvetica; avoid stylized fonts.
- Make sure your margins are 1 to 1.5 inches.
- Make your name and section headers bold or slightly bigger in font size (no more than 14 points).
- Use bullet points when listing several different pieces of information, like under your education and professional history sections.

## **9. Proofread your resume**

Carefully review your resume for spelling, grammar and punctuation errors. Reading your resume backward can help you identify errors by presenting the words in a new order. You should also ask trusted friends, colleagues, professors and family members if they can review your resume. Third-party opinions can help reveal new information you might have overlooked.

If your resume is more than one page, review for ways to consolidate or shorten each section by removing filler words or extraneous information. Two pages may be acceptable if you are applying for high-level positions or industries like healthcare or academia.

## **10. Tailor your resume for each position**

It's important to revise your resume to tailor it to each position you apply for. For each job, adjust the keywords in the skills section so that it's a great fit for what the employer needs. You should also change what you emphasize in the professional history and educational experiences sections depending on what's listed in the job description.