

# Xcom 285 final business writing portfolio assignment



**ASSIGN  
BUSTER**

Business Writing Portfolio Erika Alvarado XCOM/285 Essentials of Managerial Communication Axia College Xcom285 has taught me many valuable assets that I can use in my future, but I believe that the most valuable thing that I have learned is that communications is not just talking. Communications is about listening and writing as well. It is important in business communications to understand that to effectively communicate one needs to tune into everything that is going on around him or her. This means that he or she needs to understand the audience, the purpose of, and the most effective way to deliver or receive the message.

When discussing resources businesses use to effectively communicate, I learned other methods of communications, what role those methods play in our daily activities, and ideas on how to use them. It was great to take those trends and focus on using them effectively to reach a specific audience, and what characteristics of the audience need to be considered when trying to ensure that the audience is being reached effectively. One of the more interesting assignments was the cross culture communications matrix. The reason I found this interesting was because it gave me a better understanding of the diversifications of the world.

It was also fun to read about what was considered socially acceptable, unacceptable, and the norm for different parts of the world. Week eight's discussion about the laws and policies of companies was also a fun discussion and I enjoyed hearing about everyone and their experiences with the policies and procedures of certain companies and the company's right to monitor them. I will be able to take this information and one day when I open my own business, I will already know my rights to monitoring my employees

<https://assignbuster.com/xcom-285-final-business-writing-portfolio-assignment/>

and my company merchandise. Week 4: Graphic Organizer John McBride  
3293 Gum Lane Honolulu, HI. 6818 December 8, 2009 Suzanne Delger  
General Manager Am Burr Krombie Jackets 68-123 King Street Honolulu, HI.  
96818 Dear Mrs. Delger: Thank you for the hard work and dedication you  
have contributed to the company. This is to inform you of some upcoming  
changes to the store policies. Policy changes will affect your position as well  
as help save employees' time, money, and help ensure the survival of the  
company. Beginning in January, 2010, store hours and employee hours will  
change. The store will no longer be open on Sundays, and during the week  
the store will open one hour later and close one hour earlier.

Our full time employees will still work 40 hours per week by working four (4)  
10 hour shifts per week. Part time employees will be limited to three days  
per week and will consolidate their hours as well. The new standards will  
allow employees the ability to save time and money during tough  
economical times. Questions may arise as to the stability of Am Burr Krombie  
Jackets, but I assure you our store will remain open and stable. The success  
of our store is attributed to hard work and dedication and we thank you for  
all you do. Feel free to distribute this information and direct any questions to  
corporate headquarters.

Sincerely, John McBride Public Relations Manager Am Burr Krombie Jackets  
Memo To: Store Associates From: John McBride Date: 1/24/2010 Re: Retail  
Store Operations and Modifications Due to tough economical times and the  
rising prices in gas, Am Burr Krombie Jackets will be making a few changes in  
the hours of operations. These changes will be more convenient for you by  
helping you save time and money, while ensuring the company lives up to  
<https://assignbuster.com/xcom-285-final-business-writing-portfolio-assignment/>

our reputation for great products, excellent service, and un-beatable prices. Starting January 1, 2010, the store will no longer be open on Sundays and during the week, hours will be shortened.

Monday through Saturday the store will open one hour later and will close an hour earlier. In addition to the store hours changing, employee shifts will change to 10 hour. To do this, full time employees will work a total of four 10 hour shifts and part time employees will work no more than 3 days per week. The changes will allow Am Burr Krombie Jackets to remain open during the tough economical times while allowing our employees the chance to continue to work. We are working to ensure the current employees of the company are not affected in any negative way and to ultimately avoid a lay-off situation.

We thank you for all of your hard work and dedication to the company and if you have any questions concerning the upcoming changes, please feel free to contact your local retail manager. Sincerely, John McBride Public Relations Manager  
From: McBride, John [mailto:john.[email protected]com] Sent: Saturday, December 12, 2009 11: 00 AM To: Mailing List – Retail Customers  
Subject: New Store Hours! To our Valued Customer: On January 1, 2010, your favorite Am Burr Krombie store will experience a change in the store hours of operations. The new store hours will be as follows:

Monday – Friday: Store hours will be 10: 00 AM to 8: 00 PM Saturday – Store hours will be 9: 00 AM to 9: 00 PM Sunday: Closed As you can see, the store will be opening one hour later in the morning and closing an hour earlier in the evenings. This is due in part to the tough economic times for everyone. It

does make us proud to announce that all of our Am Burr Krombie Jacket stores will remain open. From now until the end of December, please feel free to join us for an additional discount on all of your favorite apparel. Come into any one of our stores and mention this e-mail for an additional 15% off your purchase.

Sincerely, Am Burr Krombie Retail Team

Axia College Material Appendix D E-mail Etiquette

Read the following e-mails. For each e-mail:

- Describe any content and formatting errors found.
- Determine if the content is appropriate for a workplace setting. If it is, explain why. If not, identify the errors made and rewrite the e-mail, to be appropriate.

E-mail One

To: Tom

Subject line: Talent Reallocation

Tom, This e-mail is in reference to the two employees who are going to be terminated Friday. We have determined that they are Nicole Stone and Lorenzo Torres.

As we discussed yesterday, their performances are not on par with those of other employees in the accounting department; interventions with these employees have not been successful in helping them improve their performance. Let's plan to meet with them individually in the conference room between 3: 00 and 4: 00 p. m. Thanks, Andrea

Responses to questions 1 and 2.

- I think that the subject line content is incorrect. The e-mail talks about two employees who are going to be terminated but the subject line states " Talent Reallocation. " I'm not sure it fits with the rest of the e-mail. It appears as if Andrea is a manager writing to another manager Tom. Because it does not give positions, I assume they are both management. The content of this e-mail sounds appropriate for a workplace because managers writing to managers can go by first names. The e-mail does disclose who the

<https://assignbuster.com/xcom-285-final-business-writing-portfolio-assignment/>

employees who will be terminated are, but it does not disclose any other names when it discusses with whom they were judged against. Planning to meet with the individuals individually is a good plan. Rewrite e-mail if necessary

E-mail One To: Subject line: E-mail Two To: Manager Subject line: doc u wanted Dear Manager,

Attached to this e-mail is the doc you wanted with the info on that lake project. I hope everything in it is str8 and the way U want it!!!! BTW, did you see Last Comic Standing last night? I was totally ROFL at the bald dude!! :-} B Cool, Employee X Responses to questions 1 and 2 ·I think that we are using the word “ Manager” in place of a name on this e-mail, but if not, the “ to” box needs to be filled in correctly with a name. As far as content, this whole e-mail is wrong. In business writing it is not appropriate to use slang such as “ doc” or “ info” and abbreviations such as “ BTW” need to be avoided at all cost as well.

In terms of formatting errors, there needs to be a line break between the introduction “ Dear Manager,” and the first line of the body of the e-mail.

·This e-mail is not appropriate for the workplace. The errors are numerous. As previously stated, abbreviations and slang is not appropriate, “ B Cool” is not appropriate, and personal information is not appropriate. The whole second paragraph needs to be omitted from this e-mail. If they are friends outside of work, that is information that can be sent from a personal e-mail to another. Do not mix friendship and work like this. Rewrite e-mail if necessary

E-mail Two

To: Manager Subject line: Lake Project Documents Requested Dear Manager,  
Attached to you can find the documents you requested with the information on the lake project. I am sure that everything is correct, but if there are any problems please let me know. Thank you Employee X E-mail Three To:

Cubicle Neighbor Subject line: COURTESY Dear Cubicle Neighbor, I really do not appreciate it when you talk loudly on the phone. It is hard for me to think straight and get my work done. YOU ARE NOT MORE IMPORTANT THAN ANYONE ELSE AROUND HERE!!!!!! You should be more considerate of the fact that we are in an open workspace.

THANKS for what I assume will be an improvement that is NEEDED. Your neighbor Responses to questions 1 and 2 ·This e-mail also has some etiquette problems. It is not ok to CAPS LOCK WRITING IN AN EMAIL. Caps makes it feel as if the writer is yelling to get the point across and can be very rude. It is especially rude to caps lock writing and then follow it up with a few exclamation marks. While the e-mail is not going to a manager, respect should still be followed. A simple request will go much further than an attachment. Think positive and approach a difficult situation like this with a positive attitude. The e-mail etiquette is not appropriate for work. Although it is from one co-worker to another, respect is still due. A better approach to this situation is below. Rewrite e-mail if necessary E-mail Three To: Cubicle Neighbor Subject line: Noise consideration Dear Cubicle Neighbor, It sounds as if you are doing an excellent job on the phone with the customers. Recently I have been having a problem being able to complete my own work. You have recently been talking a little bit loud and it is becoming distractive. It is hard for me to concentrate and do my work effectively.

At this time, I respectfully request that you please make a conscious effort to lower your voice while talking on the phone. Keep up the great work! Thank you very much in advance, Your Neighbor

E-mail Four

To: All company employees

Subject line: URGENT—Your reply needed TODAY

Employees,

About 25% of you have not let me know whether or not you plan to attend the company cookout Saturday. We have to provide the caterer with a final number TODAY, so I need those of you who have not let me know to e-mail me ASAP and tell me if you are coming and how many family members you are bringing.

This is urgent, so please don't delay in responding. Thanks, Carol

Director

Responses to questions 1 and 2

·This e-mail looks good other than the space between the body of the e-mail and the opening. The content may have been changed slightly, but I believe that every persons writing style will differ. I would have also added the date instead of just stating " the company cookout Saturday. "

·I believe that the e-mail is ok for business because it is to the point. Even though CAPS was used, it was used in an appropriate format as not to be rude or inconsiderate of the employees. Over all, it looks good. Rewrite e-mail if necessary

E-mail Four

To: All company employees

Subject line: Saturday's company cookout

Employees, The company party is coming up soon and we are excited to see you all there. There are a few employees who have not yet informed me if they will be attending. In order to provide an accurate count to the catering company I will need a reply from everyone please. If you have already responded, thank you for your time, if not, please send me an e-mail telling me if you will be attending and

how many people you plan to bring. I will need this information by the end of the day today.

I look forward to seeing all of you there. Thanks, Carol Director Tuition Reimbursement for Bachelors in Business and Communications John McBride Axia College University of Phoenix Tuition Reimbursement for Bachelors in Business and Communications Thinking about going back to school? For our employees, there is no better time than now to start. With the company's recently approved budget for tuition reimbursement for employees wishing to further their education in business and communications, we should see more employees taking an interest in furthering their education.

In this paper we are going to discuss professional opportunities business and communications degrees offer, different career opportunities available for individuals with these degrees, the earning potential of individuals with the degree, and how this company will benefit from assisting individuals with a degree in business and communications In order to discuss what professional opportunities a degree in business and communications offers, we must first understand what the degree is. A degree program in Business Communications typically leads to an associate or bachelor's degree and teaches students such skills as public speaking, written communications, communications software use, media interactions and interviewing" (Career Information for a Degree in Business Communications, 2010, para 2). In business and communications, individuals with a bachelor's degree have a world of opportunity over those without one.

The degree will allow employees of the company the ability to progress within the company to positions such as Communications Managers, Public Relations Specialists, or Technical Writers (Career Information for a Degree in Business Communications, 2010). By offering the degree, and opening the ability to progress in the company, the company will in turn experience an increase in the retention rate of their employees. According to Madison (2009) “ overall employees are looking for career growth paths, fair compensation, and an accommodating pleasant work environment. Having the degree opens the ability to progress, the ability to make more money, and the ability to have more seniority within the work environment. The great thing about employees furthering their education in business and communications is that it really opens up a world of opportunities for them to pursue in their career. Individuals with a degree in business communications will serve as an advocate for the business. It is their job to maintain the positive relationships with the general public through the use of media, political campaigns, industry representatives, and relations boards.

The degree opens up possibilities for employment in advertising, marketing, promotions, public relations, sales, product promotions, news analysis, and correspondence reporting (Job Descriptions: Business Communications, 2008) Business and communication majors are trained with a very diverse skill set including marketing and public relations, speech, critical thinking, and problem solving skills to name a few. These majors can work in a vast variety of different departments in the company. When taking business and communications classes, the student will also grow competitively with enthusiasm, they will learn how to work with different clients in different

environments, learn and understand market demands, and develop strong writing skills, all of which will eventually turn into a profit for the company. All this leaves us with one big question; what is the earning potential of a degree in business and communications? It is no surprise that the earning potential of an individual with a degree is more than that of an individual without a degree, regardless of the field of expertise.

According to the University of Iowa “ A college degree can substantially impact your lifetime earning potential. According to the U. S. Census Bureau, adults with advanced degrees can earn almost twice as much as those with a high school diploma” (Dividends of a College Education, 2009). The site shows that an individual with only a high school diploma will make on average \$39, 038 where as an individual with an associates degree will make \$48, 083 and a bachelor’s degree graduate will earn just over \$20, 000 more than that of an associates graduate, averaging \$68, 176 per year (Dividends of a College Education, 2009).

Because the company will be investing so much money into the employees of the company, I am sure the company would like to know what the benefits are for them. Of course the most obvious benefit to the company will be the retention of employees. In the tough economical times and the fluctuation of the economy, companies are concerned with their ability to retain qualified employees. According to Shuffler (2008), “ Employee retention starts, naturally, with fair pay and benefits.

But tuition reimbursement programs for employees are also effective in keeping workers satisfied. These programs vary among types of businesses,

but the core purpose is to help employees gain new skills and knowledge that benefits them and, ultimately, the company as a whole. " In order to ensure that the employees are not wasting company funds on education, the company will require that in order to receive the tuition reimbursement, the employee slash student will be required to maintain at least a 3. grade point average. The article states that " Workers who use the programs tend to stay longer with the company" (Shuffler, 2008). Another benefit of tuition reimbursement is the fact that when an employee takes college courses, they are paying to train themselves. According to Four tips for Effective Training (Willmer, Dave. p. 2 para 1) during budget cuts " employee training and education is one area that often takes a direct hit. " Some companies can spend thousands upon thousands of dollars to train a single employee.

Tuition reimbursement for business communications classes could be considered a minimal investment to maintain a company's competitive edge as compared to the costs involved with the time investment and costs of training new employees (Willmer, 2009). It is considered a long term investment for companies to invest in the education of their employees. Another great benefit of this program is that it will make employees feel valued and employees who feel valued, value their position within the company.

Implementing a tuition reimbursement program for employees studying business and communications will not only entice more individuals to want to work for the company, but it will encourage current employees to maintain their employment with the company. Because the company has already approved the budget for this expansion, it is important that we roll out this <https://assignbuster.com/xcom-285-final-business-writing-portfolio-assignment/>

reimbursement plan as soon as possible to help improve employee morale, assist in filling vacant leadership positions, increase retention within the company, and reduce expensive external hiring.

The company will benefit from the professional opportunities employees will obtain with a new degree in business communications. Our employees with this degree will have a higher earning potential and it will open up opportunities for them in which we will be able to assist with by placing them in our vacant leadership positions that require such a degree. References Career Information for a Degree in Business Communications. (2010).

Retrieved January 10, 2010, from Education-Portal. com: [http://education-portal.com/articles/Career\\_Information\\_for\\_a\\_Degree\\_in\\_Business\\_Communications.html](http://education-portal.com/articles/Career_Information_for_a_Degree_in_Business_Communications.html)

Dividends of a College Education. (2009). Retrieved January 09, 2009, from The University of Iowa: [http://www. uiowa.edu/admissions/undergrad/costs/return-invest. htm](http://www.uiowa.edu/admissions/undergrad/costs/return-invest.htm)

Job Descriptions: Business Communications. (2008). Retrieved January 09, 2010, from Career Explorer: [http://www. careerexplorer. net/jobchoices/business-communication. asp](http://www.careerexplorer.net/jobchoices/business-communication.asp) Locker, K. , & Kienzler, D. (2008). Business and Administrative Communication (8th ed. ). New York: McGraw-Hill. Shuffler, J. (2008, September).

Tuition Programs Are Good Investments. Retrieved January 09, 2010, from ProQuest: [http://proquest.umi.com.ezproxy.apollolibrary.com/pqdweb?index= 39&did= 1559755721&SrchMode= 1&sid= 5&Fmt= 3&VInst=](http://proquest.umi.com.ezproxy.apollolibrary.com/pqdweb?index=39&did=1559755721&SrchMode=1&sid=5&Fmt=3&VInst=PROD&VType=PQD&RQT=309&VName=PQD&TS=1263181170&clientId=13118)

[PROD&VType= PQD&RQT= 309&VName= PQD&TS= 1263181170&clientId= 13118](http://proquest.umi.com.ezproxy.apollolibrary.com/pqdweb?index=39&did=1559755721&SrchMode=1&sid=5&Fmt=3&VInst=PROD&VType=PQD&RQT=309&VName=PQD&TS=1263181170&clientId=13118) Willmer, D. (2009, October). Four Tips for Effective Training. Retrieved <https://assignbuster.com/xcom-285-final-business-writing-portfolio-assignment/>

January 20, 2010, from EBSCOhost: <http://web.ebscohost.com.ezproxy.apollolibrary.com/ehost/detail?vid=6&hid=111&sid=2a5e5836-4b1a-4a94-8dbf-d55e9353a4bf%40sessionmgr112&bdata=JnNpdGU9ZWwhvc3QtbGl2ZQ%3d%3d#db=bth&AN=45177449>

Axia College Material Appendix G Submission Checklist #Cover page  
#Reflection #Business Writing Graphic Organizer # Store Operations  
Messages # Business Letter # Memo # E-mail #E-mail Etiquette CheckPoint  
#Report #PowerPoint® presentation Use the Submission Checklist to ensure  
that you included every assignment. Click in the box to mark each item as  
complete once you have completed the final version of each document. You  
will submit the Submission Checklist with the Business Writing Portfolio.