

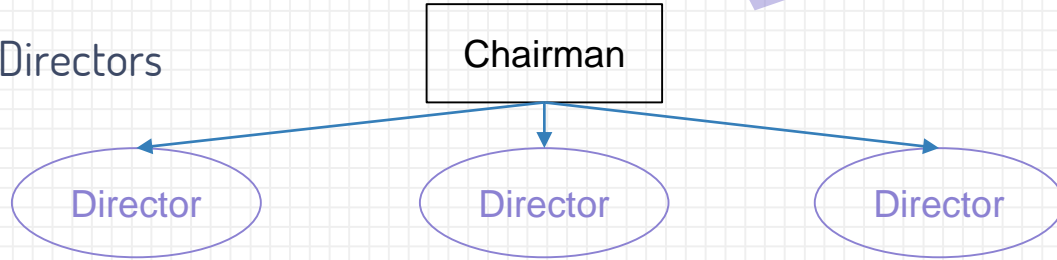


Practice
Makes Perfect

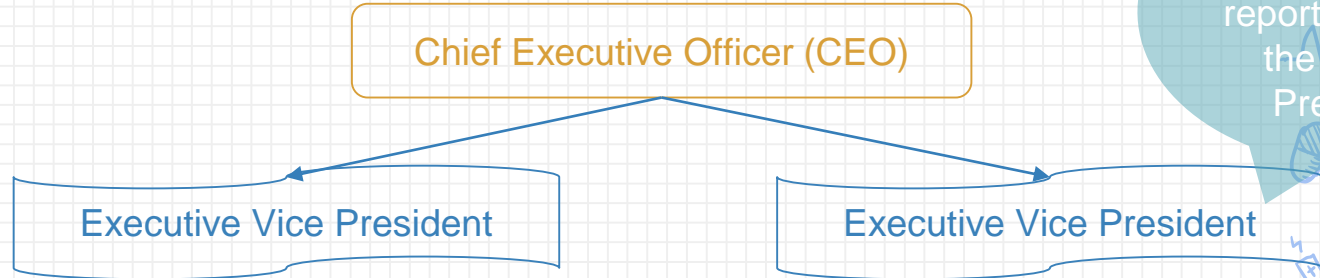
Job titles

Chairman is the head of the board of directors, which controls the company

X Board of Directors



X Officers

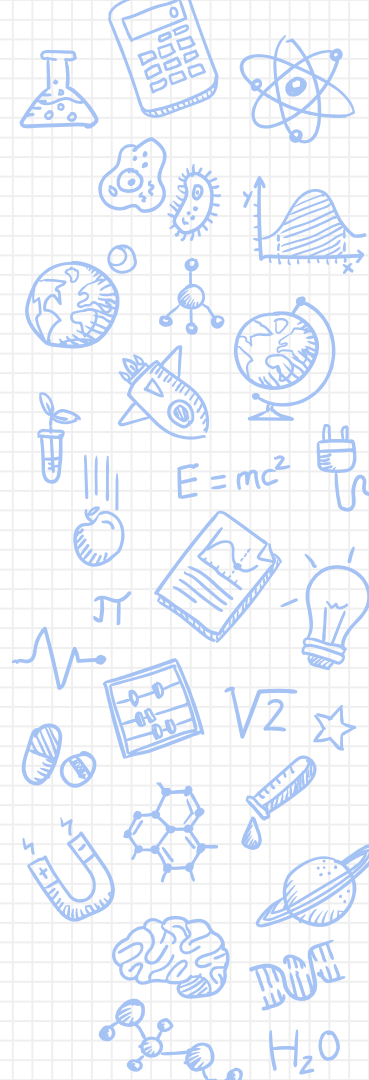


Senior managers who report directly to the CEO or President

X The CEO is the most senior person in charge of managing the company or group of companies. In some companies, this officer is called **President** or **Managing Director**.

Common job titles

- a. Finance Director / Chief Finance Officer (CFO)
- b. Financial Controller / Chief Accountant
- c. Marketing Director / Manager
- d. Sales Director / Manager
- e. Product Manager
- f. Production Director / Manager
- g. Human Resources Director / Manager Or Personnel Director / Manager



6. Responsible for communication of information, both internally and externally
7. Responsible for the production (manufacturing) of materials or goods
8. Head of the sales team
9. Responsible for the company's financial situation
10. The person who has the main responsibility for the company's accounts
11. Someone is responsible for one product or type of product or service



How to read an email



X@ at

X- hyphen

X. dot

X Underscore

Xhoaky.2109@gmail.com

Meanings



1. people who will receive a copy of the email indirectly

2. information about the content of the email

3. name of the person the email is addressed to

4. closing phrase

5. the date and time when the email is sent

6. name

7. name of the person sending the email

8. opening phrase

9. body of the message



Email



style guide - Message

Reply Reply All Forward [print icon] [delete icon] [follow up icon]

From: Antonia Garcia
To: Tina Forstrup
Cc: Carl Helming
Sent: 11 April 200_ 14.55
Subject: Marketing report

Hi Tina

Thanks for the report. I'm out of the office for the next 2 days so I'll send you my comments next week. I hope that's OK.

Best regards

Antonia

a. (7) name of the person sending the email

b. (3) name of the person the email is addressed to

c. (1) people who will receive a copy of the email indirectly

d. (5) the date and time when the email is sent

e. (2) information about the content of the email

f. (8) opening phrase

g. (9) body of the message

h. (4) closing phrase

i. (6) name

a
b
c
d
e
f
g
h
i

Main differences between formal and informal styles

Formal	Informal/Semi-formal
Always uses complete sentences The deadline of the project is December 1 st	Sentences are not always complete Deadline - December 1 st
Often uses longer, more complex sentences Although sales are not poor at present due to the difficult economic conditions, there are indications that the situation will improve soon	Sentences are general shorter For economic reasons, sales are not poor at present, but this situation should improve soon
More often uses the passive It was decided that the price should be increased	Generally uses active verbs We decided to increase the price
Uses formal vocabulary Receive, inform, request	Uses informal vocabulary Get, tell, ask
Requests are longer I should be grateful if you would...	Makes short request Could you...?
Does not use contraction I will, we would, they cannot	Uses contraction I'll, we'd, they can't



THANKS!

Any questions?

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