

# SWARNIM STARTUP & INNOVATION UNIVERSITY

## SWARNIM SCIENCE COLLEGE

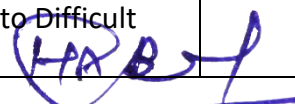
### VALUE ADDED COURSE (VAC)

#### Professional Email Writing Course - VACPEW

Duration: **30 Hours** (15 Sessions, 2 Hours Each)

Session	Topic	Content	Duration
Session 1	Introduction to Professional Email Writing	Importance of Email Communication, Email Etiquette, Overview of Course	2 hours
Session 2	Understanding the Basics of Email	Email Structure, Components of an Email (Subject, Salutation, Body, Closing), Common Email Terms	2 hours
Session 3	Effective Subject Lines	Crafting Clear and Concise Subject Lines, Importance of Subject Lines, Examples and Exercises	2 hours
Session 4	Formal and Informal Salutations	Choosing Appropriate Salutations, Cultural Considerations, Common Mistakes and How to Avoid Them	2 hours
Session 5	Writing a Clear and Concise Email Body	Structuring the Email Body, Using Simple Language, Paragraph Organization, Key Points and Details	2 hours
Session 6	Professional Tone and Style	Understanding Tone, Maintaining Professionalism, Formal vs. Informal Style, Avoiding Jargon	2 hours
Session 7	Closing and Signatures	Effective Closings, Signature Formats, Including Contact Information, Professional Sign-Offs	2 hours
Session 8	Grammar and Punctuation in Emails	Common Grammar Mistakes, Proper Punctuation, Capitalization Rules, Proofreading Techniques	2 hours
Session 9	Attachments and Links	Best Practices for Attachments, Including Links, File Naming Conventions, Mentioning Attachments in Body	2 hours
Session 10	Email Templates and Canned Responses	Creating and Using Templates, Advantages and Limitations, Customizing Canned Responses	2 hours
Session 11	Handling Difficult Situations via Email	Addressing Complaints, Delivering Bad News, Handling Conflicts, Responding to Difficult Emails	2 hours



  
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Session 12	Email Privacy and Security	Understanding Email Privacy, Best Practices for Security, Avoiding Phishing and Scams	2 hours
Session 13	Cultural Sensitivity in Email Communication	Understanding Cultural Differences, Writing for a Global Audience, Avoiding Miscommunication	2 hours
Session 14	Writing Persuasive Emails	Techniques for Persuasion, Structuring Persuasive Emails, Call to Action, Examples and Exercises	2 hours
Session 15	Recent Trends in Professional Email Writing	Emerging Trends, Use of AI and Automation, Personalization and Customization, Future of Email Communication	2 hours

## Assessments

- **Practical Exercises:** Continuous assessment through drafting and revising various types of emails.
  - **Participation:** Active involvement in discussions, interactive sessions, and peer reviews.
- This curriculum provides a thorough understanding of professional email writing, combining theoretical knowledge with practical skills to help participants communicate effectively and professionally through email.



  
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