

# WEEK 10 — BUSINESS EMAIL BUILDER

## Mastering Professional Business Emails

### Capability Statement

**“I can write clear, concise, appropriate, and professional business emails for different purposes and audiences.”**

The source emphasizes that email remains a major form of professional communication and that the quality of an email represents both the writer's professionalism and the clarity of their communication.

### 1. The Business Email Metro Journey

Students travel through **eight learning stations**.

 START



 STATION 1

PURPOSE

“Why am I writing?”



 STATION 2

AUDIENCE

“Who am I writing to?”



 STATION 3

SUBJECT LINE

“What should the reader know first?”



 STATION 4

OPENING

“How should I begin?”



 STATION 5

MESSAGE

“What information does the reader need?”

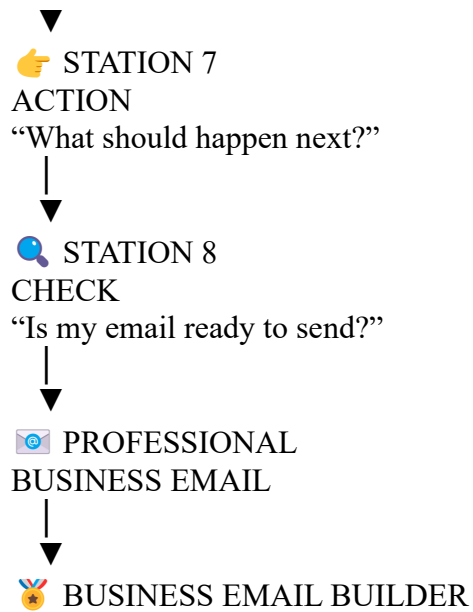


 STATION 6

TONE

“How should my email sound?”





### **Learning Message**

**Every professional email should make it easy for the reader to understand why you are writing, what they need to know, and what should happen next.**

This journey operationalizes the source's emphasis on clear subject lines, clear openings, logical organization, conciseness, calls to action, professional closings, and proofreading.



## 2. Four-Hour Learning Journey

| Time           | Learning Activity                                                                                        | Student Output                  |
|----------------|----------------------------------------------------------------------------------------------------------|---------------------------------|
| 10 min         |  Enter Metro Station 10 | Email Mission                   |
| 20 min         |  Email Detective        | Email Problem Card              |
| 25 min         |  Subject Line Factory   | Subject Line Card               |
| 25 min         |  Email Anatomy Builder  | Email Structure Map             |
| 25 min         |  Clear & Concise Lab    | Message Makeover                |
| 10 min         |  Break                  | —                               |
| 25 min         |  Tone Switch            | Tone Adaptation Card            |
| 25 min         |  Call-to-Action Builder | Action Request Card             |
| 25 min         |  Email Type Challenge   | Email Purpose Card              |
| 30 min         |  Business Email Mission | Complete Business Email         |
| 10 min         |  Peer Feedback          | 2 Stars + 1 Edit                |
| 5 min          |  Exit Ticket            | Metro Passport                  |
| <b>240 min</b> | <b>Total Learning Journey</b>                                                                            | <b>Business Email Portfolio</b> |

This sequence converts the source's theoretical content into observable performance. The original material specifically expects students to practice requests, updates, confirmations, professional responses, follow-ups, introductions, and responses to inquiries.



**FOUR-HOUR LEARNING JOURNEY**  
BUSINESS EMAIL BUILDER – WEEK 10  
⌚ Total Time: 240 minutes (4 hours)



| TIME    |    | LEARNING ACTIVITY                                                                                                                                                     | STUDENT OUTPUT                                                                                               |
|---------|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| 10 min  | 1  |  <b>Enter Metro Station 10</b><br>Welcome to your learning journey!                |  Email Mission            |
| 20 min  | 2  |  <b>Email Detective</b><br>Find problems in a bad email.                           |  Email Problem Card       |
| 25 min  | 3  |  <b>Subject Line Factory</b><br>Turn vague subject lines into effective ones.      |  Subject Line Card        |
| 25 min  | 4  |  <b>Email Anatomy Builder</b><br>Build the parts of a professional email.          |  Email Structure Map      |
| 25 min  | 5  |  <b>Clear &amp; Concise Lab</b><br>Make your message shorter and clearer.          |  Message Makeover         |
| 10 min  |    |  <b>BREAK TIME</b><br>Recharge and get ready for the next station!                 | —                                                                                                            |
| 25 min  | 6  |  <b>Tone Switch</b><br>Adapt your tone for different audiences.                    |  Tone Adaptation Card     |
| 25 min  | 7  |  <b>Call-to-Action Builder</b><br>Make your request clear and actionable.          |  Action Request Card      |
| 25 min  | 8  |  <b>Email Type Challenge</b><br>Explore different types of business emails.        |  Email Purpose Card       |
| 30 min  | 9  |  <b>Business Email Mission</b><br>Write a complete professional email.             |  Complete Business Email  |
| 10 min  | 10 |  <b>Peer Feedback</b><br>Give and receive feedback from a classmate.               |  2 Stars + 1 Edit         |
| 5 min   | 11 |  <b>Exit Ticket</b><br>Reflect and complete your journey.                          |  Metro Passport           |
| 240 min |    |  <b>TOTAL LEARNING JOURNEY</b><br>Well done! You are now a Business Email Builder. |  Business Email Portfolio |

 **Remember:** A professional email makes it easy for the reader to understand why you are writing, what they need to know, and what should happen next.

 → 1 → 2 → 3 → 4 → 5 → 6 → 7 → 8 → 9 → 10 → 11 → 

WHAT YOU WILL PRACTICE

-  **Requests**  
Ask for information, action, or approval
-  **Updates**  
Share progress, changes, or events
-  **Confirmations**  
Confirm arrangements, receipt, or completion
-  **Professional Responses**  
Reply to inquiries or questions
-  **Follow-Ups**  
Follow up on previous messages or actions
-  **Introductions**  
Introduce yourself or others
-  **Responses to Inquiries**  
Provide information or assistance

 **YOU'VE COMPLETED STATION 10!**  
Keep communicating professionally!

## 3. Activity 0 — Email Detective

### Mission

Discover what makes a business email **ineffective or unprofessional**.



Students receive:

**Subject:** Hi

hey prof

i need the project info.

send it today pls

thanks

Students become **Email Detectives**.

✉ EMAIL



🔍 WHAT IS WRONG?



- ✗ Vague subject line
- ✗ Inappropriate greeting
- ✗ Unclear purpose
- ✗ Informal language
- ✗ Demanding tone
- ✗ Unclear action
- ✗ No professional closing



🔧 REPAIR



🌟 PROFESSIONAL EMAIL

### Student Mission

Identify **five problems** and explain how they would improve them.

### Learning Message

**Before learning how to write a good email, learn to recognize a bad one.**

## ACTIVITY 0 — EMAIL DETECTIVE

**MISSION:** Discover what makes a business email ineffective or unprofessional.

✉ THE EMAIL

**Subject:** Hi

hey prof

i need the project info.

send it today pls

thanks

NOT GOOD!

★ **TIP FOR DETECTIVES**

Think about the reader. Would you feel confused, surprised, or annoyed if you received this email?

✉ EMAIL

🔍 WHAT IS WRONG?

- ✗ Vague subject line
- ✗ Inappropriate greeting
- ✗ Unclear purpose
- ✗ Informal language
- ✗ Demanding tone
- ✗ Unclear action
- ✗ No professional closing

🔧 REPAIR

🌟 PROFESSIONAL EMAIL

🎯 STUDENT MISSION

Identify **five problems** and explain how they would improve them.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

🎓 **LEARNING MESSAGE**

Before learning how to write a good email, **learn to recognize a bad one.**

💡 **BIG DISCOVERY:** Spotting problems is the first step to writing professional, effective emails!

## 4. Activity 1 — Subject Line Factory

### Mission

Turn vague subject lines into **clear, specific, and useful subject lines**.

The source explicitly warns against vague subjects such as “*Hi*,” “*Question*,” and “*Important*,” and recommends subject lines that clearly indicate topic and purpose. Students receive **Broken Subject Lines**.

 **TOO VAGUE**

### Meeting



 **BETTER**

### Project Meeting



 **CLEAR**

### Project X Kick-Off Meeting



 **ACTIONABLE**

### Meeting Request: Project X Kick-Off



 **PROFESSIONAL**

### Meeting Request: Project X Kick-Off — 15 August

Teach students the:

### 4S Subject Line Check

| S                                                                                                               | Question                                   |
|-----------------------------------------------------------------------------------------------------------------|--------------------------------------------|
|  <b>Specific</b>             | Does it identify the topic?                |
|  <b>Short</b>                | Is it concise?                             |
|  <b>Significant</b>          | Does it communicate what matters?          |
|  <b>Suggestive of Action</b> | Does the reader know what may be required? |

### Mini Challenge

Improve:

### Important

Possible answer:

### Action Required: Approve Marketing Budget by Friday

The source specifically recommends action-oriented wording where action is required and contextual information such as project names, dates, and references where useful.

### Learning Message

**A good subject line tells the reader what the email is about before they open it.**

## ACTIVITY 1 — SUBJECT LINE FACTORY

**MISSION:** Turn vague subject lines into clear, specific, and useful subject lines.

### WHY IT MATTERS

Vague subjects like "Hi," "Question," and "Important" make readers ignore or delay your email.

### BROKEN SUBJECT LINES

Start here...

- ☒ Hi
- ☒ Question
- ☒ Important
- ☒ Update
- ☒ Info

### TIPS FROM THE SOURCE

- ✓ Use keywords that show the topic.
- ✓ Be specific (project, date, action).
- ✓ Use action words when action is needed.
- ✓ Add useful context (dates, names, refs).
- ✓ Keep it short and to the point.

### UPGRADE YOUR SUBJECT LINE

**TOO VAGUE** Meeting

↓

**BETTER** Project Meeting

↓

**CLEAR** Project X Kick-Off Meeting

↓

**ACTIONABLE** Meeting Request: Project X Kick-Off

↓

**PROFESSIONAL** Meeting Request: Project X Kick-Off — 15 August

A great subject line earns an open. Make it count!

### 4S SUBJECT LINE CHECK

| S                           | QUESTION                                   | CHECK |
|-----------------------------|--------------------------------------------|-------|
| <b>Specific</b>             | Does it identify the topic?                | ✓     |
| <b>Short</b>                | Is it concise?                             | ✓     |
| <b>Significant</b>          | Does it communicate what matters?          | ✓     |
| <b>Suggestive of Action</b> | Does the reader know what may be required? | ✓     |

### MINI CHALLENGE

**IMPROVE:** Important → **POSSIBLE ANSWER:** Action Required: Approve Marketing Budget by Friday

### LEARNING MESSAGE

A good subject line tells the reader **what the email is about** before they open it.

★ **REMEMBER:** Clear subject lines get opened. Clear emails get results. | Be Specific | Be Concise | Be Action-Oriented | Be Professional

## 5. Activity 2 — Email Anatomy Builder

### Mission

Discover that a professional email has a **logical structure**.  
Give students Email Component Cards.

**SUBJECT LINE**



**GREETING**



**PURPOSE**



**KEY INFORMATION**



**CALL TO ACTION**



**CLOSING**



**SIGNATURE**

Students receive the components in random order and have **three minutes** to build the email.

Then introduce:

### The 7-Part Email Formula

**SUBJECT** → **GREETING** → **PURPOSE** → **INFORMATION** → **ACTION** → **CLOSING** → **SIGNATURE**

### Mini Challenge

Teacher removes one component.

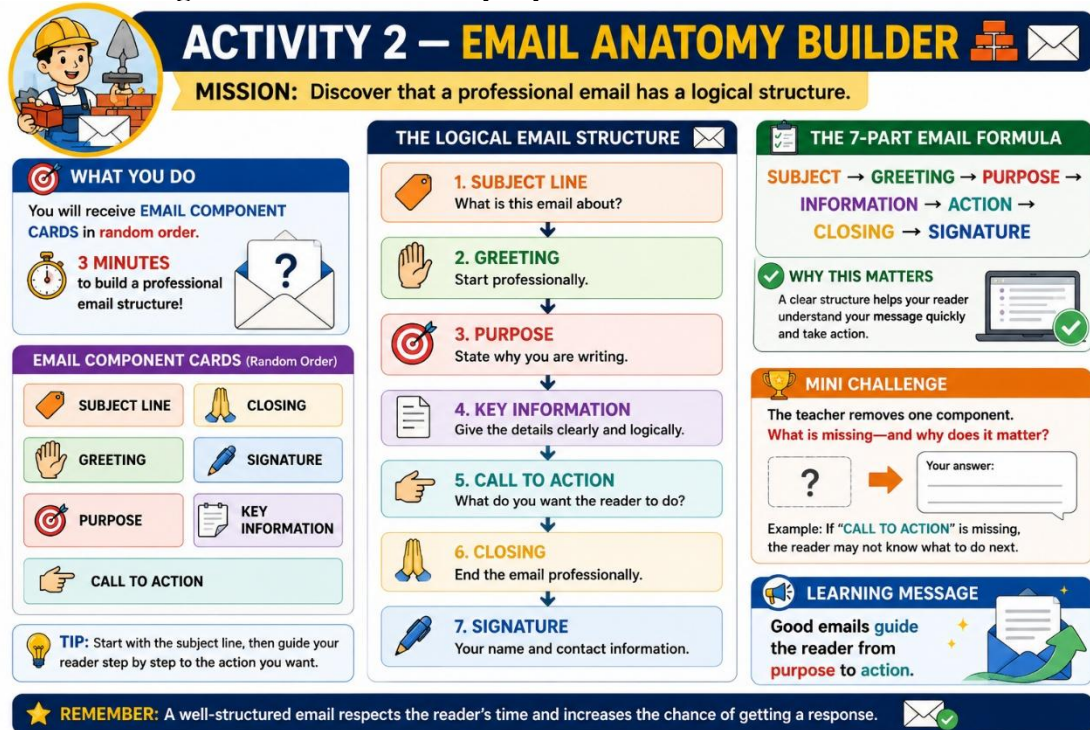
Students answer:

**“What is missing—and why does it matter?”**

The source explicitly recommends a professional greeting, an immediate statement of purpose, logical organization, a clear call to action when needed, and a professional closing and signature.

### Learning Message

Good emails guide the reader from purpose to action.



**ACTIVITY 2 – EMAIL ANATOMY BUILDER**

**MISSION:** Discover that a professional email has a logical structure.

**WHAT YOU DO**  
You will receive **EMAIL COMPONENT CARDS** in **random order**.  
**3 MINUTES** to build a professional email structure!

**EMAIL COMPONENT CARDS (Random Order)**

- SUBJECT LINE
- CLOSING
- GREETING
- SIGNATURE
- PURPOSE
- KEY INFORMATION
- CALL TO ACTION

**TIP:** Start with the subject line, then guide your reader step by step to the action you want.

**THE LOGICAL EMAIL STRUCTURE**

- 1. SUBJECT LINE**  
What is this email about?
- 2. GREETING**  
Start professionally.
- 3. PURPOSE**  
State why you are writing.
- 4. KEY INFORMATION**  
Give the details clearly and logically.
- 5. CALL TO ACTION**  
What do you want the reader to do?
- 6. CLOSING**  
End the email professionally.
- 7. SIGNATURE**  
Your name and contact information.

**THE 7-PART EMAIL FORMULA**

SUBJECT → GREETING → PURPOSE → INFORMATION → ACTION → CLOSING → SIGNATURE

**WHY THIS MATTERS**  
A clear structure helps your reader understand your message quickly and take action.

**MINI CHALLENGE**  
The teacher removes one component.  
**What is missing—and why does it matter?**  
Your answer: \_\_\_\_\_  
Example: If “CALL TO ACTION” is missing, the reader may not know what to do next.

**LEARNING MESSAGE**  
Good emails guide the reader from **purpose to action**.

**REMEMBER:** A well-structured email respects the reader's time and increases the chance of getting a response.

## 6. Activity 3 — Clear & Concise Lab ✂

### Mission

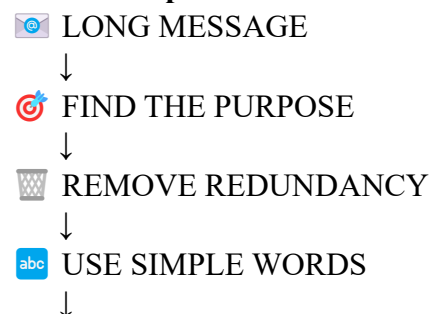
Remove unnecessary language without removing necessary meaning.

### BEFORE

I am writing this email to you today because I would like to ask you if it might perhaps be possible for you to send me the updated project report when you have some available time.

Students put it through the:

### Email Compression Machine





✂️ SHORTEN SENTENCES



📌 KEEP NECESSARY DETAILS



🌟 CLEAR MESSAGE

**AFTER**

**Could you please send me the updated project report by Friday?**

The Week 10 material stresses conciseness because professional readers are time-constrained and recommends avoiding unnecessary words, long explanations, jargon, and redundancy.

**Golden Rule**

**Shorter is better only when the meaning remains complete.**



## ACTIVITY 3 — CLEAR & CONCISE LAB

MISSION: Remove unnecessary language without removing necessary meaning.



**BEFORE**

I am writing this email to you today because I would like to ask you if it might perhaps be possible for you to send me the updated project report when you have some available time.

**⚠️ TOO WORDY!**

Long, wordy emails take more time for the reader and can hide your main message.

STUDENTS PUT IT THROUGH THE:

**EMAIL COMPRESSION MACHINE**

1. LONG MESSAGE
2. FIND THE PURPOSE
3. REMOVE REDUNDANCY
4. USE SIMPLE WORDS
5. SHORTEN SENTENCES
6. KEEP NECESSARY DETAILS
7. CLEAR MESSAGE

**AFTER**

Could you please send me the updated project report by Friday?

**⌚ WHY CONCISENESS MATTERS**

- ✓ Professional readers are time-constrained.
- ✓ Avoid unnecessary words, long explanations, jargon, and redundancy.
- ✓ Clear, concise emails are easier to read, understand, and act on.

**✂️ EXAMPLES OF WORDS TO CUT**

|           |                 |             |        |       |
|-----------|-----------------|-------------|--------|-------|
| I am      | writing         | this email  | to you | today |
| because   | I would like to | if it might |        |       |
| perhaps   | be possible     | when you    |        |       |
| have some | available time  | please note |        |       |



**GOLDEN RULE**

**Shorter is better** only when the meaning remains complete.



## 7. Activity 4 — Tone Switch

**Mission**

Learn that the **same email purpose** requires **different language** for **different recipients**.

Basic message:

**I need the project update.**

Students draw an **Audience Card**.

 **TEAMMATE**

Hi Ben, could you send me the latest project update when you have a moment?

 **SENIOR MANAGER**

Dear Ms. Lee, could you please provide an update on the current status of the project?

 **CLIENT**



Dear Mr. Brown, I am writing to request an update regarding the current project status.

### 👉 CLOSE COLLEAGUE

Hi Anna, could you send me a quick update on the project?

Students identify:

👤 WHO?

Who is my reader?



🎯 WHY?

Why am I writing?



👉 RELATIONSHIP?

What is our professional relationship?



🎭 TONE?

How formal should I be?

### Tone Formula

**Audience + Purpose + Relationship → Appropriate Tone**

The source states that formality should reflect the relationship and organizational context; communication with superiors and external stakeholders will often require greater formality than communication with close colleagues.

## ACTIVITY 4 — TONE SWITCH

**MISSION:** Learn that the **same email purpose** requires different language for different recipients.

BASIC MESSAGE

I need the **project update**.

DRAW AN AUDIENCE CARD

TEAMMATE

Hi Ben, could you send me the latest project update when you have a moment?

Tone: Friendly • Casual • Collaborative

SENIOR MANAGER

Dear Ms. Lee, could you please provide an update on the current status of the project?

Tone: Respectful • Professional • Polite

CLIENT

Dear Mr. Brown, I am writing to request an update regarding the current project status.

Tone: Formal • Professional • Courteous

CLOSE COLLEAGUE

Hi Anna, could you send me a quick update on the project?

Tone: Friendly • Informal • Supportive

IDENTIFY BEFORE YOU WRITE

1. **WHO?**  
Who is my reader?
2. **WHY?**  
Why am I writing?
3. **RELATIONSHIP?**  
What is our professional relationship?
4. **TONE?**  
How formal should I be?

TONE FORMULA

+ + →

AUDIENCE
PURPOSE
RELATIONSHIP
APPROPRIATE TONE

**WHY TONE MATTERS**

- Shows respect and professionalism.
- Builds stronger relationships.
- Increases the chance of a positive response.
- Reflects your understanding of context.

**REMEMBER**

Formality should reflect the **relationship** and **organizational context**. Communication with superiors and external stakeholders will often require **greater formality** than communication with close colleagues.

★ **KEY TAKEAWAY:** The same purpose, the right tone, the right relationship.

## 8. Activity 5 — Positive Language Makeover

### Mission

Turn negative or accusatory language into **constructive professional language**.

✗ BEFORE

You didn't send the document on time.

● **REPAIR**

I have not yet received the document.

✓ **PROFESSIONAL**

I have not yet received the document. Could you please send the latest version by 3 p.m. today?

Another example:



Your proposal is bad.



Thank you for submitting your proposal. We appreciate your effort; however, we will be moving forward with another option at this time.

The source explicitly recommends positive and courteous language and advises students to avoid accusatory or emotional wording, including when communicating negative information.

### Learning Message

Professional language solves the problem without attacking the person.



## ACTIVITY 5 – POSITIVE LANGUAGE MAKEOVER

MISSION: Turn negative or accusatory language into **constructive professional language**.



**EXAMPLE 1**

**✗ BEFORE**

You didn't send the document on time.



**⚠ REPAIR**

I have not yet received the document.



**✓ PROFESSIONAL**

I have not yet received the document.

Could you please send the latest version by 3 p.m. today?



**EXAMPLE 2**

**✗**

Your proposal is bad.



**✓ PROFESSIONAL**

Thank you for submitting your proposal.

We appreciate your effort; however, we will be moving forward with another option at this time.



**💡 WHY POSITIVE LANGUAGE?**

-  Shows respect and professionalism.
-  Builds positive relationships.
-  Focuses on solving the problem.
-  Increases the chance of cooperation and quick response.

**📖 TIPS FROM THE SOURCE**

- Use positive and courteous language.
- Avoid accusatory, harsh, or emotional words.
- Focus on facts and solutions, not blame.
- Even when delivering negative news, be respectful and constructive.



**LEARNING MESSAGE:**

Professional language **solves the problem** without attacking the person.




## 9. Activity 6 — Call-to-Action Builder

### Mission

Make it clear **what the recipient should do next**.

Students receive:

Please review the proposal.

Ask:

**What is missing?**

Then build:

### 👉 ACTION

What should they do?

+

### 📄 OBJECT

What should they review/send/approve?

+

### 🕒 DEADLINE

By when?

+

### 📧 NEXT STEP

What happens after that?

### BEFORE

Please review the proposal.

### AFTER

Please review the attached proposal and send your feedback by 3 p.m. on Friday.

### CTA Formula

**ACTION + OBJECT + DEADLINE + NEXT STEP**

The source emphasizes that required actions should be clearly stated and that specific instructions and deadlines should be included where necessary.

### Learning Message

Never make the reader guess what you want them to do.

**ACTIVITY 6 — CALL-TO-ACTION BUILDER**

**MISSION:** Make it clear what the recipient should do next.

**STUDENTS RECEIVE**

Please review the proposal.

**ASK:**

What is **missing**?

**THEN BUILD: A COMPLETE CALL TO ACTION**

ACTION

What should they do?

+

OBJECT

What should they review/send/approve?

+

DEADLINE

By when?

+

NEXT STEP

What happens after that?

**BEFORE**

Please review the proposal.

- ✗ Unclear action
- ✗ No specific object
- ✗ No deadline
- ✗ No next step

**AFTER**

Please review the attached proposal and send your feedback by 3 p.m. on Friday.

ACTION

send your feedback

OBJECT

attached proposal

DEADLINE

by 3 p.m. on Friday

NEXT STEP

(feedback so we can proceed)

**CTA FORMULA**

ACTION

+ OBJECT

+ DEADLINE

+ NEXT STEP

=

CLEAR, COMPLETE CALL TO ACTION

**WHY THIS MATTERS**

The source emphasizes that required actions should be clearly stated and that specific instructions and deadlines should be included where necessary.

**LEARNING MESSAGE**

Never make the reader **guess** what you want them to do.

## 10. Activity 7 — Email Type Challenge

### Mission

Discover that different email purposes require different structures.

Each team draws one **Email Purpose Card**.



**CARD A — REQUEST** 🙋

Ask for information, action, or approval.

**CARD B — UPDATE** 📊

Communicate progress, changes, or events.

**CARD C — CONFIRMATION** ✅

Confirm arrangements, receipt, or completion.

**CARD D — FOLLOW-UP** 🔄

Follow up on a previous message or pending action.

**CARD E — INTRODUCTION** 🙋

Introduce yourself or another person.

**CARD F — RESPONSE** 💬

Respond to an inquiry or concern.

The source describes these common genres and specifies the communication focus for each.

Students complete:

My email is a \_\_\_\_\_ email because its purpose is to \_\_\_\_\_.

## ACTIVITY 7 — EMAIL TYPE CHALLENGE

**MISSION:** Discover that different email purposes require different structures.

**HOW IT WORKS** Each team draws one Email Purpose Card.

|                                                                                                                                                                                                                       |                                                                                                                                                                                                                 |                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>CARD A — REQUEST</b> 🙋                                                                                                                                                                                             | <b>CARD B — UPDATE</b> 📊                                                                                                                                                                                        | <b>CARD C — CONFIRMATION</b> ✅                                                                                                                                                                                   |
| <p><b>Ask for information, action, or approval.</b></p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Request information</li> <li>• Request approval</li> <li>• Request action</li> </ul>         | <p><b>Communicate progress, changes, or events.</b></p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Project update</li> <li>• Change notification</li> <li>• Event update</li> </ul>       | <p><b>Confirm arrangements, receipt, or completion.</b></p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Confirm meeting</li> <li>• Confirm receipt</li> <li>• Confirm completion</li> </ul> |
| <p><b>Follow up on a previous message or pending action.</b></p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Reminder</li> <li>• Status follow-up</li> <li>• Pending action follow-up</li> </ul> | <p><b>Introduce yourself or another person.</b></p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Self-introduction</li> <li>• Introduce a colleague</li> <li>• Make a connection</li> </ul> | <p><b>Respond to an inquiry or concern.</b></p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Answer a question</li> <li>• Address a concern</li> <li>• Provide clarification</li> </ul>      |

**STUDENT TASK**

My email is a \_\_\_\_\_ email

because its purpose is to \_\_\_\_\_.

**LEARNING MESSAGE**  
 Different purposes → different structures → clearer communication.

**KEY IDEA:** Choose the right structure for the right purpose to help your reader understand and respond.

## 11. Activity 8 — Email Puzzle 🧩

### Mission

Reconstruct a broken professional email.

Students receive seven cards:

Best regards,

Anna

Please review the attached proposal...



Dear Mr. Smith,

Marketing Proposal — Feedback Required by Friday

I am writing to request your feedback...

Thank you for your time.

Your feedback will help us...

Students arrange them into the correct order.

Then they label:

**SUBJECT / GREETING / PURPOSE / DETAILS / ACTION / CLOSING / SIGNATURE**

### Big Discovery

Students see that an effective email is not a collection of sentences.

**It is a communication structure designed to help the reader understand and act.**

## ACTIVITY 8 — EMAIL PUZZLE

**MISSION:** Reconstruct a broken professional email.

**STEP 1** STUDENTS RECEIVE SEVEN CARDS:

|   |                                                  |  |
|---|--------------------------------------------------|--|
| 1 | Best regards, Anna                               |  |
| 2 | Please review the attached proposal...           |  |
| 3 | Dear Mr. Smith,                                  |  |
| 4 | Marketing Proposal — Feedback Required by Friday |  |
| 5 | I am writing to request your feedback...         |  |
| 6 | Thank you for your time.                         |  |
| 7 | Your feedback will help us...                    |  |

**STEP 2** STUDENTS ARRANGE THEM INTO THE CORRECT ORDER.

|   |                                                  |   |                  |
|---|--------------------------------------------------|---|------------------|
| 1 | Marketing Proposal — Feedback Required by Friday | → | <b>SUBJECT</b>   |
| 2 | Dear Mr. Smith,                                  | → | <b>GREETING</b>  |
| 3 | I am writing to request your feedback...         | → | <b>PURPOSE</b>   |
| 4 | Please review the attached proposal...           | → | <b>DETAILS</b>   |
| 5 | Your feedback will help us...                    | → | <b>ACTION</b>    |
| 6 | Thank you for your time.                         | → | <b>CLOSING</b>   |
| 7 | Best regards, Anna                               | → | <b>SIGNATURE</b> |

**STEP 3** THEN THEY LABEL:

|         |          |           |         |
|---------|----------|-----------|---------|
| SUBJECT | GREETING | PURPOSE   | DETAILS |
| ACTION  | CLOSING  | SIGNATURE |         |

**BIG DISCOVERY**

Students see that an effective email is **not** a collection of sentences. It is a **communication structure** designed to help the reader understand and act.

**KEY TAKEAWAY:** Every part of an email has a purpose. Put them in the right order, and your message becomes powerful.

## 12. Activity 9 — Business Email Mission

### Final Individual Challenge

Each student receives one **Creative Business Workplace Scenario**.

#### Scenario A — CLIENT REQUEST

Request information from a client.

#### Scenario B — PROJECT UPDATE

Inform the project manager about progress.

**Scenario C — MEETING CONFIRMATION** 

Confirm a meeting with a business partner.

**Scenario D — MISSED DEADLINE** 

Explain a delay professionally.

**Scenario E — FOLLOW-UP** 

Follow up on a proposal that has received no response.

**Scenario F — CUSTOMER INQUIRY** 

Respond to a customer requesting information.

Students write one complete email.

**The 8-Step Business Email Process****1 PURPOSE**

Why am I writing?

**2 AUDIENCE**

Who will read it?

**3 SUBJECT**

What should they know first?

**4 OPEN**

State the purpose.

**5 INFORM**

Give necessary information.

**6 ACTION**

State what happens next.

**7 CLOSE**

End professionally.

**8 CHECK**

Proofread before SEND.



## ACTIVITY 9 – BUSINESS EMAIL MISSION

**FINAL INDIVIDUAL CHALLENGE**  
Each student receives one Creative Business Workplace Scenario.



**SCENARIO A**  
**CLIENT REQUEST**  
 Request information from a client.

**SCENARIO B**  
**PROJECT UPDATE**  
 Inform the project manager about progress.

**SCENARIO C**  
**MEETING CONFIRMATION**  
 Confirm a meeting with a business partner.

**SCENARIO D**  
**MISSED DEADLINE**  
 Explain a delay professionally.

**SCENARIO E**  
**FOLLOW-UP**  
 Follow up on a proposal that has received no response.

**SCENARIO F**  
**CUSTOMER INQUIRY**  
 Respond to a customer requesting information.

**STUDENTS WRITE ONE COMPLETE EMAIL.**

- ✔ Use the 8-Step Business Email Process.
- ✔ Include all essential parts.
- ✔ Make it clear, professional, and action-oriented.

THE 8-STEP BUSINESS EMAIL PROCESS

- 1 **PURPOSE**  
Why am I writing?
- 2 **AUDIENCE**  
Who will read it?
- 3 **SUBJECT**  
What should they know first?
- 4 **OPEN**  
State the purpose.
- 5 **INFORM**  
Give necessary information.
- 6 **ACTION**  
State what happens next.
- 7 **CLOSE**  
End professionally.
- 8 **CHECK**  
Proofread before SEND.

SEND

**BIG DISCOVERY:** A great business email is purposeful, professional, and helps the reader **understand** and **act**.

### 13. The 60-Second Email Challenge

The instructor displays a workplace situation.

Students receive:

**30 seconds to plan**

and

**60 seconds to build the email framework.**

They must provide:

**1 — SUBJECT**

Subject: \_\_\_\_\_

**2 — GREETING**

Dear / Hello \_\_\_\_\_

**3 — PURPOSE**

I am writing to...

**4 — KEY MESSAGE**

**5 — ACTION**

Could you please... by...?

**6 — CLOSING**

Best regards, ...

**Performance Rules**

Students should demonstrate:

**Clear Subject** · **Clear Purpose** · **Conciseness** · **Appropriate Tone** ·

**Courtesy** · **Clear Action** · **Accuracy**



# THE 60-SECOND EMAIL CHALLENGE



 **MISSION:** Write a clear, professional email framework in just 60 seconds.

| WORKPLACE SITUATION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | BUILD YOUR EMAIL FRAMEWORK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | PERFORMANCE RULES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div style="text-align: center; margin-bottom: 10px;">  <p>The instructor displays a workplace situation.</p> </div> <div style="text-align: center; margin-bottom: 10px;"> <p><b>YOUR TIME CHALLENGE</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <div style="border: 2px solid green; border-radius: 50%; width: 40px; height: 40px; line-height: 40px; margin: 0 auto;">30<br/>SEC</div> <p>30 SECONDS<br/>TO PLAN</p> </div> <div style="text-align: center;"> <div style="border: 2px solid blue; border-radius: 50%; width: 40px; height: 40px; line-height: 40px; margin: 0 auto;">60<br/>SEC</div> <p>60 SECONDS<br/>TO BUILD THE<br/>EMAIL FRAMEWORK</p> </div> </div> </div> <div style="text-align: center;"> <p><b>YOUR GOAL</b></p> <p>Build a complete email framework that is clear, professional, and actionable.</p>  </div> | <div style="text-align: center; margin-bottom: 10px;">  <b>BUILD YOUR EMAIL FRAMEWORK</b> </div> <div style="margin-bottom: 10px;"> <div style="background-color: #003366; color: white; padding: 5px; display: flex; align-items: center;"> <span style="font-weight: bold; font-size: 1.2em; margin-right: 10px;">1</span> <div style="flex-grow: 1;"> <b>SUBJECT</b>  Subject: _____           </div> </div> </div> <div style="margin-bottom: 10px;"> <div style="background-color: #003366; color: white; padding: 5px; display: flex; align-items: center;"> <span style="font-weight: bold; font-size: 1.2em; margin-right: 10px;">2</span> <div style="flex-grow: 1;"> <b>GREETING</b>  Dear / Hello _____           </div> </div> </div> <div style="margin-bottom: 10px;"> <div style="background-color: #003366; color: white; padding: 5px; display: flex; align-items: center;"> <span style="font-weight: bold; font-size: 1.2em; margin-right: 10px;">3</span> <div style="flex-grow: 1;"> <b>PURPOSE</b>  I am writing to... _____           </div> </div> </div> <div style="margin-bottom: 10px;"> <div style="background-color: #003366; color: white; padding: 5px; display: flex; align-items: center;"> <span style="font-weight: bold; font-size: 1.2em; margin-right: 10px;">4</span> <div style="flex-grow: 1;"> <b>KEY MESSAGE</b>  _____           </div> </div> </div> <div style="margin-bottom: 10px;"> <div style="background-color: #003366; color: white; padding: 5px; display: flex; align-items: center;"> <span style="font-weight: bold; font-size: 1.2em; margin-right: 10px;">5</span> <div style="flex-grow: 1;"> <b>ACTION</b>  Could you please... by...? _____           </div> </div> </div> <div style="margin-bottom: 10px;"> <div style="background-color: #003366; color: white; padding: 5px; display: flex; align-items: center;"> <span style="font-weight: bold; font-size: 1.2em; margin-right: 10px;">6</span> <div style="flex-grow: 1;"> <b>CLOSING</b>  Best regards, _____           </div> </div> </div> | <p style="font-size: 0.8em;">Students should demonstrate:</p> <div style="margin-bottom: 10px;">  <b>CLEAR SUBJECT</b><br/> <small>The subject tells the reader what the email is about.</small> </div> <div style="margin-bottom: 10px;">  <b>CLEAR PURPOSE</b><br/> <small>The purpose is stated early and clearly.</small> </div> <div style="margin-bottom: 10px;">  <b>CONCISENESS</b><br/> <small>Use short sentences. Remove unnecessary words.</small> </div> <div style="margin-bottom: 10px;">  <b>APPROPRIATE TONE</b><br/> <small>Match the tone to the audience and situation.</small> </div> <div style="margin-bottom: 10px;">  <b>COURTESY</b><br/> <small>Use polite and respectful language.</small> </div> <div style="margin-bottom: 10px;">  <b>CLEAR ACTION</b><br/> <small>Tell the reader exactly what to do next.</small> </div> <div style="margin-bottom: 10px;">  <b>ACCURACY</b><br/> <small>Check facts, details, and spelling.</small> </div> |



SUCCESS TIP

Plan quickly. Write clearly. Communicate professionally. Always think of your reader.



60 SECONDS.

REAL-WORLD IMPACT.



Practice makes you professional!

## 14. Peer Feedback — 2 Stars + 1 Edit ★

### ★ STAR 1 — CLARITY

One part of your email that was very clear was...

### ★ STAR 2 — PROFESSIONALISM

One part that sounded professional was...

### ONE EDIT

One thing I would improve before sending is...

### Feedback Rule

**Clear. Specific. Helpful. Respectful.**



## PEER FEEDBACK – 2 STARS + 1 EDIT

**MISSION:** Help your partner make their email even better.

STAR 1

**★ STAR 1 – CLARITY**

One part of your email that was very clear was...

---

STAR 2

**★ STAR 2 – PROFESSIONALISM**

One part that sounded professional was...

---

ONE EDIT

**✎ ONE EDIT**

One thing I would improve before sending is...

---

**FEEDBACK RULE**

**CLEAR**  
Be easy to understand.

**SPECIFIC**  
Give exact examples.

**HELPFUL**  
Offer advice that improves.

**RESPECTFUL**  
Be kind, supportive, and encouraging.

## 15. Think Before You SEND

Before sending the final email, students perform the:

### 6C Email Check

| Check                      | Student Question                           |
|----------------------------|--------------------------------------------|
| <b>Clear</b>               | Is my purpose clear?                       |
| <b>Concise</b>             | Can I remove unnecessary words?            |
| <b>Complete</b>            | Did I include everything the reader needs? |
| <b>Courteous</b>           | Is my language respectful?                 |
| <b>Context-Appropriate</b> | Does the tone fit my reader?               |
| <b>Correct</b>             | Did I proofread before sending?            |

Proofreading is explicitly identified in the source as necessary for avoiding grammar, spelling, punctuation errors, misunderstandings, and loss of professionalism.



# THINK BEFORE YOU SEND







Before sending the final email, students perform the:

## 6C EMAIL CHECK

New Message — X

To: \_\_\_\_\_

Subject: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

SEND


| CHECK                                                                                                          | STUDENT QUESTION                           | ✓ MY CHECK               |
|----------------------------------------------------------------------------------------------------------------|--------------------------------------------|--------------------------|
|  <b>CLEAR</b>                 | Is my purpose clear?                       | <input type="checkbox"/> |
|  <b>CONCISE</b>              | Can I remove unnecessary words?            | <input type="checkbox"/> |
|  <b>COMPLETE</b>            | Did I include everything the reader needs? | <input type="checkbox"/> |
|  <b>COURTEOUS</b>           | Is my language respectful?                 | <input type="checkbox"/> |
|  <b>CONTEXT-APPROPRIATE</b> | Does the tone fit my reader?               | <input type="checkbox"/> |
|  <b>CORRECT</b>             | Did I proofread before sending?            | <input type="checkbox"/> |





**WHY PROOFREAD?**

Proofreading is necessary for avoiding grammar, spelling, punctuation errors, misunderstandings, and loss of professionalism.



READY TO SEND!



GOOD HABIT:

A good email shows respect for your reader's time and strengthens your professional image.

## 16. Metro Passport — Station 10

**Self-Check: I CAN...**

| Capability                               | Not Yet               | Almost                | Yes!                                                                                |
|------------------------------------------|-----------------------|-----------------------|-------------------------------------------------------------------------------------|
| Identify the purpose of my email         | <input type="radio"/> | <input type="radio"/> |  |
| Identify my audience                     | <input type="radio"/> | <input type="radio"/> |  |
| Write an effective subject line          | <input type="radio"/> | <input type="radio"/> |  |
| Start an email professionally            | <input type="radio"/> | <input type="radio"/> |  |
| Organize information clearly             | <input type="radio"/> | <input type="radio"/> |  |
| Write clearly and concisely              | <input type="radio"/> | <input type="radio"/> |  |
| Adapt tone to the recipient              | <input type="radio"/> | <input type="radio"/> |  |
| Write a clear call to action             | <input type="radio"/> | <input type="radio"/> |  |
| Close an email professionally            | <input type="radio"/> | <input type="radio"/> |  |
| Proofread before sending                 | <input type="radio"/> | <input type="radio"/> |  |
| Write different types of business emails | <input type="radio"/> | <input type="radio"/> |  |

**Capability Badge**



**BUSINESS EMAIL BUILDER**



# METRO PASSPORT —

# STATION 10

STATION  
**10**





**BUSINESS EMAIL BUILDER**

|  <b>SELF-CHECK: I CAN...</b>                | NOT YET               | ALMOST                | YES!                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|---------------------------------------------------------------------------------------|
|  Identify the purpose of my email           | <input type="radio"/> | <input type="radio"/> |    |
|  Identify my audience                       | <input type="radio"/> | <input type="radio"/> |    |
|  Write an effective subject line           | <input type="radio"/> | <input type="radio"/> |   |
|  Start an email professionally            | <input type="radio"/> | <input type="radio"/> |  |
|  Organize information clearly             | <input type="radio"/> | <input type="radio"/> |  |
|  Write clearly and concisely              | <input type="radio"/> | <input type="radio"/> |  |
|  Adapt tone to the recipient              | <input type="radio"/> | <input type="radio"/> |  |
|  Write a clear call to action             | <input type="radio"/> | <input type="radio"/> |  |
|  Close an email professionally            | <input type="radio"/> | <input type="radio"/> |  |
|  Proofread before sending                 | <input type="radio"/> | <input type="radio"/> |  |
|  Write different types of business emails | <input type="radio"/> | <input type="radio"/> |  |



★ CAPABILITY BADGE ★

BUSINESS EMAIL BUILDER



## 17. Evidence of Learning

Students should leave Metro Station 10 with visible evidence of what they can actually do.

| Evidence                                                                                                            | Capability Demonstrated                      |
|---------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
|  <b>Email Problem Card</b>         | Identify Email Communication Problems        |
|  <b>Subject Line Card</b>          | Write Effective Subject Lines                |
|  <b>Email Structure Map</b>        | Structure a Professional Email               |
|  <b>Message Makeover</b>           | Write Clearly and Concisely                  |
|  <b>Tone Adaptation Card</b>       | Adapt Language to Audience and Purpose       |
|  <b>Call-to-Action Card</b>        | Communicate Required Action Clearly          |
|  <b>Business Email Performance</b> | Write a Complete Professional Business Email |

When the seven pieces come together, each student creates:

### MY BUSINESS EMAIL PORTFOLIO

This is especially consistent with the source, which states that practical scenarios should enable learners to apply email-writing principles, receive feedback on clarity, conciseness, tone, and professionalism, and become more confident in adapting emails to different purposes and audiences.



## EVIDENCE OF LEARNING

Students should leave Metro Station 10 with visible evidence of what they can actually do.



| EVIDENCE                                                                                                                  | CAPABILITY DEMONSTRATED                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  <b>EMAIL PROBLEM CARD</b> →         | Identify Email Communication Problems                                                                            |
| 2  <b>SUBJECT LINE CARD</b> →          | Write Effective Subject Lines <div style="border: 1px solid black; padding: 2px; width: 100px;">To: _____<br/>Subject: _____</div>                                                                  |
| 3  <b>EMAIL STRUCTURE MAP</b> →        | Structure a Professional Email <div style="border: 1px solid black; padding: 2px; width: 100px;">SUBJECT<br/>GREETING<br/>PURPOSE<br/>DETAILS<br/>CLOSING</div>                                     |
| 4  <b>MESSAGE MAKEOVER</b> →           | Write Clearly and Concisely <div style="border: 1px solid black; padding: 2px; width: 100px;">It is very important that you please send the information to me. → Please send the information.</div> |
| 5  <b>TONE ADAPTATION CARD</b> →       | Adapt Language to Audience and Purpose                                                                           |
| 6  <b>CALL-TO-ACTION CARD</b> →        | Communicate Required Action Clearly <div style="border: 1px solid black; padding: 2px; width: 100px;">Could you please review the proposal and send your feedback by Friday, 3 p.m.?</div>          |
| 7  <b>BUSINESS EMAIL PERFORMANCE</b> → | Write a Complete Professional Business Email                                                                     |

WHEN THE SEVEN PIECES COME TOGETHER, EACH STUDENT CREATES:



### MY BUSINESS EMAIL PORTFOLIO

|                                                                                                                           |   |
|---------------------------------------------------------------------------------------------------------------------------|---|
| 1  <b>EMAIL PROBLEM CARD</b>         | ✓ |
| 2  <b>SUBJECT LINE CARD</b>          | ✓ |
| 3  <b>EMAIL STRUCTURE MAP</b>        | ✓ |
| 4  <b>MESSAGE MAKEOVER</b>           | ✓ |
| 5  <b>TONE ADAPTATION CARD</b>       | ✓ |
| 6  <b>CALL-TO-ACTION CARD</b>        | ✓ |
| 7  <b>BUSINESS EMAIL PERFORMANCE</b> | ✓ |

 Real-World Application

 Feedback on Clarity & Tone

 Confidence in Every Email

 Professional Communication



**YOUR SUCCESS TAKEAWAY:** You can write clear, professional, and effective emails for any audience and any workplace situation.

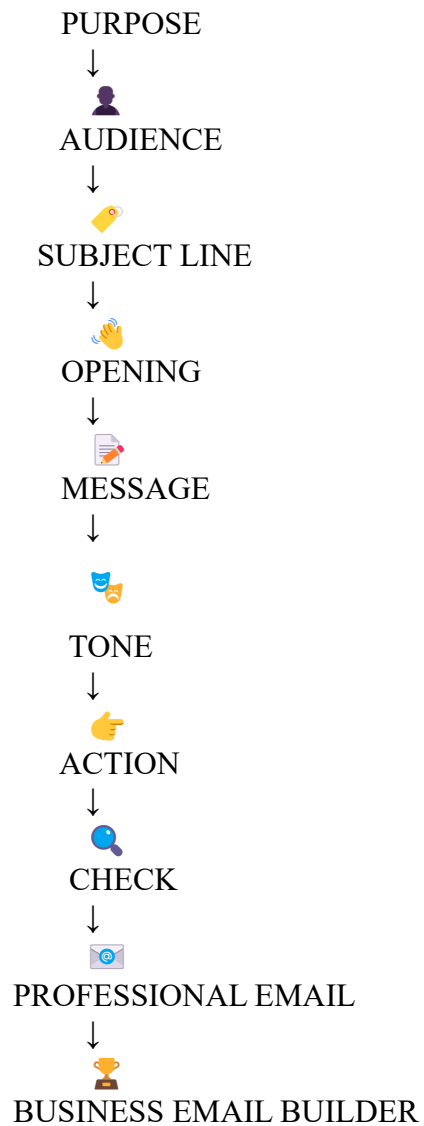


**READY FOR THE REAL WORLD. READY TO COMMUNICATE.**

## 18. Week 10 Capability Map

 **WEEK 10**  
**BUSINESS EMAIL**  
**BUILDER**





### Final Message

**“A professional email makes purpose clear, information easy to understand, and action easy to take.”**

### Metro Station 10

**Write Clearly. Sound Professionally. Make Action Easy.**

🏆 Station 10 Completed — BUSINESS EMAIL BUILDER



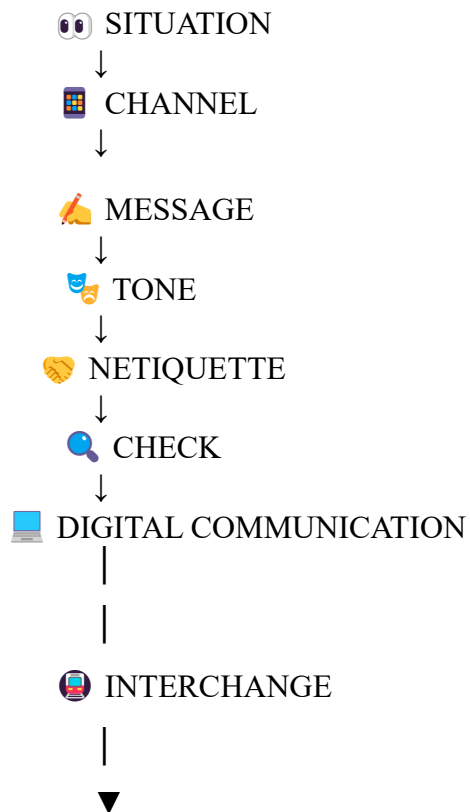
## 19. Capability Bridge: Week 9 → Week 10 🖥️

This transition is pedagogically important because Week 10 should **not feel like an unrelated lesson about email**. It is the specialization of Week 9's digital communication capability.

WEEK 9

DIGITAL COMMUNICATION BUILDER

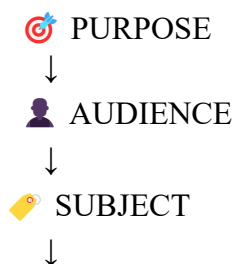
“I can communicate professionally  
in digital environments.”



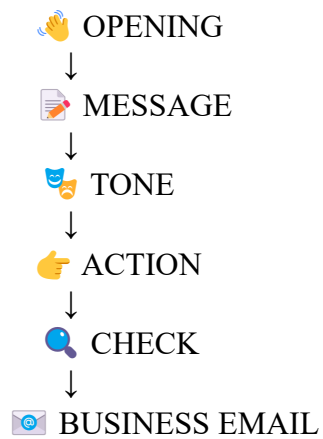
WEEK 10

BUSINESS EMAIL BUILDER

“I can write professional  
business emails.”







The connection is strong: **Week 9 asks students to choose and manage professional digital communication; Week 10 takes one particularly important digital channel—email—and develops it to a higher level of professional performance.** The Week 10 source explicitly positions email as a foundational competency in the digitally intensive creative-business and technology environment.



**METRO STATION 10**



## WEEK 10 BUSINESS EMAIL BUILDER

★ WHAT YOU CAN DO  
BY THE END OF STATION 10

-  Write emails with clear purpose.
-  Choose the right tone for any audience.
-  Create strong subject lines.
-  Organize messages clearly.
-  Ask for action in a polite and direct way.
-  Proofread and send with confidence.

★ YOUR CAPABILITIES IN THIS STATION

-  **Clear Purpose**  
Be clear and focused.
-  **Know Your Audience**  
Write for the right person.
-  **Strong Subject Lines**  
Grab attention and set the context.
-  **Professional Openings**  
Start politely and clearly.
-  **Clear Messages**  
Provide the right information.
-  **Appropriate Tone**  
Match the tone to your purpose.
-  **Clear Action**  
Make it easy for the reader to act.
-  **Check Before Sending**  
Proofread for accuracy.

- 1  **PURPOSE** Why am I writing this email?
- 2  **AUDIENCE** Who is my reader?
- 3  **SUBJECT LINE** What should they know first?
- 4  **OPENING** Start politely and clearly.
- 5  **MESSAGE** Provide the necessary information.
- 6  **TO NE** Use language that fits the audience and purpose.
- 7  **ACTION** State what you want the reader to do next.
- 8  **CHECK** Proofread for clarity, accuracy, and professionalism.
- 9  **PROFESSIONAL EMAIL** A complete email ready to send.
- 10  **BUSINESS EMAIL BUILDER** You can write effective, professional, and action-oriented emails.

**EXAMPLE FLOW**

Good Email =



**FINAL MESSAGE**

“A professional email makes **purpose** clear, **information** easy to understand, and **action** easy to take.”





**METRO STATION 10**



**WRITE CLEARLY.**



**SOUND PROFESSIONALLY.**



**MAKE ACTION EASY.**



## STATION 10 COMPLETED – BUSINESS EMAIL BUILDER

## 20. Capability Progression: Week 6 → Week 10

### WEEK 6

#### PURPOSE & DRIVE BUILDER

“I know what I want to achieve  
and can communicate my determination.”



### WEEK 7

#### BUSINESS PLAN BUILDER

“I can turn my goal into a business plan  
and explain it.”



### WEEK 8

#### INFORMATION EXCHANGE BUILDER

“I can ask, answer, clarify, and confirm  
information with other people.”



### WEEK 9

#### DIGITAL COMMUNICATION BUILDER

“I can communicate professionally  
in digital environments.”

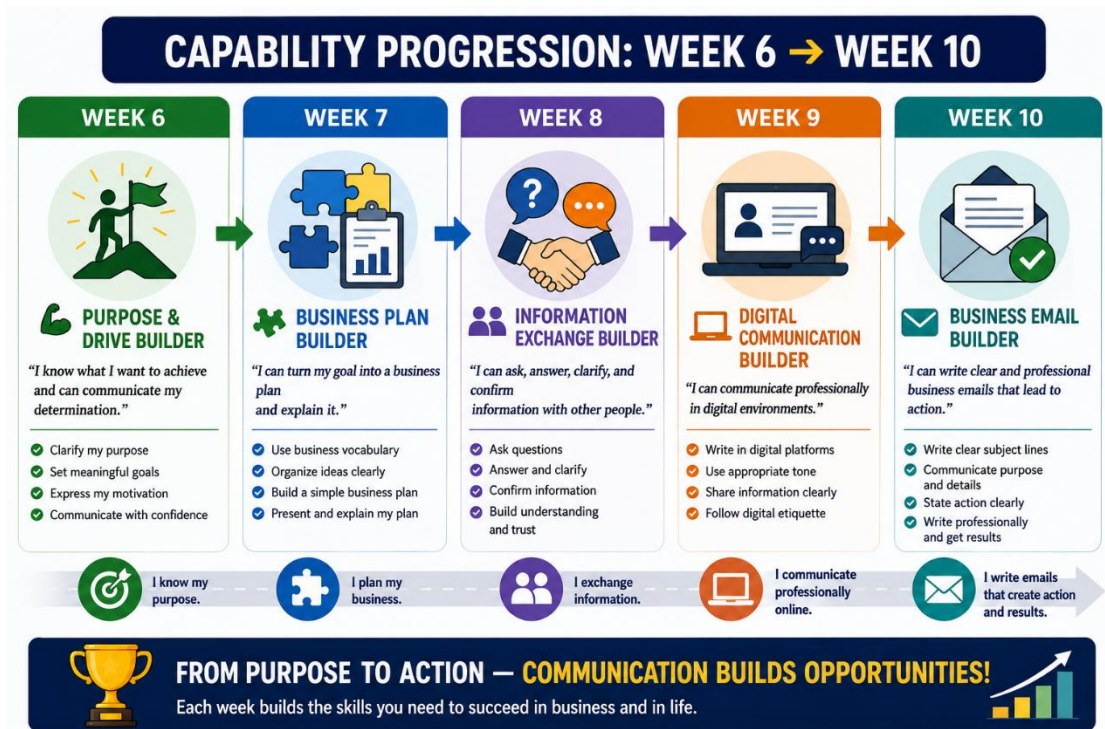


### WEEK 10

#### BUSINESS EMAIL BUILDER

“I can write clear and professional  
business emails that lead to action.”

This gives the course a very clear **capability-development narrative** rather than making each week appear to be an isolated English lesson.



## 21. WEEK 10 LEARNING LOGIC

One memorable sequence:

**PURPOSE** → **AUDIENCE** → **SUBJECT** → **OPEN** → **INFORM** → **TONE** → **ACTION** → **CHECK** → **SEND** → **PROFESSIONAL TRUST**

And the most important message is:

**“Before you press SEND, ask yourself: Will my reader know why I am writing, what they need to know, and what should happen next?”**

This design preserves the Week 10 source's four core areas—**subject lines, email structure, tone and language, and practical email types**—while transforming them into the same **Metro Station → Activity → Evidence → Performance → Capability** architecture used across Weeks 6–9.