



St. Vincent College,
(Affiliated to Savtribai Phule Pune University)
Pune -411037

Title of Event	"Email Etiquette – Digital Communication in Business"		
	Lecture		
Date of Event	6 th of August 2024	Place of Event	St Vincent College
Objective of the event	To impart professional communication skills to students		
Name of the resource person	Shripad Khandekar		
A short narration of the program			
Report on Lecture: "Email Etiquette – Digital Communication in Business" at St. Vincent College			
St. Vincent College recently organized an insightful lecture on "Email Etiquette – Digital Communication in Business" for the Commerce students. The session aimed at preparing students to navigate the professional world, where effective digital communication is crucial for success. The speaker at the session was Shripad Khandekar of Head - Engineering Design Services (CAD) of SM Engineering & Consultancy Services. The lecture began with the speaker explaining the fundamental role of email communication in the business environment, emphasizing that email remains a primary mode of formal correspondence. The speaker highlighted how poor email etiquette could lead to misunderstandings, tarnish professional relationships, and, in some cases, affect business opportunities. Key points discussed included the structure of a professional email, starting from an appropriate subject line that clearly indicates the purpose of the message. The importance of greeting the recipient formally, writing concise yet informative content, and maintaining a respectful tone throughout the email was emphasized. Students were shown examples of well-structured emails as well as common mistakes to avoid, such as overly casual language, neglecting spell checks, and failing to include a proper closing. The speaker also addressed the importance of timely responses and the significance of organizing and managing one's inbox efficiently. Practical tips, such as using email			



St. Vincent College,
(Affiliated to Savtribai Phule Pune University)
Pune -411037

signatures, setting up automatic replies, and maintaining professionalism even in follow-up emails, were provided. Ethical considerations in email communication, such as confidentiality and proper handling of sensitive information, were also discussed.

Interactive segments of the lecture allowed students to analyze sample emails, identify errors, and suggest improvements. This hands-on approach helped students better understand the nuances of digital communication in business settings.

The lecture concluded with a Q&A session, where students posed questions related to specific scenarios in business communication. The session provided Commerce students with the tools to handle digital communication with confidence, ensuring that they are well-equipped to enter the professional world.

The students found the lecture highly informative, recognizing that mastering email etiquette is an essential skill that will significantly enhance their professional conduct and career prospects.

Name of the Collaborating Agency	SM Engineering & Consultancy Services.
Learning Outcomes of the Event for the Participants	Students got to learn the professional way of email correspondence
Learning Outcomes for the Organizing team	To teach the students the professional way of email correspondence and how it can affect the career prospects.
Participants	St. Vincent College
Faculty in Charge	Dr. Gilbi John
Documents Attached	_____