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## SYLLABUS “BUSINESS WRITING AND E-MAILING”

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**Lecturer (name, academic title, e-mail):** A.Yu. Lozovoy, Candidate of pedagogic sciences (Ph.D. in Pedagogic), associate professor, e-mail: lozovoy@sfedu.ru

**Department responsible for the course or equivalent:** Institute of Management in Economic, Ecological and Social Systems; Department of Foreign Languages

**Semester when the course unit is delivered:** 1<sup>st</sup>

**Level of course unit:** Master level

**ECTS credits:** 5

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### ADMISSION REQUIREMENTS

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Applicants are expected to have completed the following course:

- Foreign language for professional purposes.

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### COURSE OBJECTIVES (AIMS)

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**The aim** of the course is the development of students' foreign language communicative competency in the areas of socially and professionally oriented communication, as well as the formation of professional behavioral skills necessary for the successful adaptation of graduates at the labor market; the development of cognitive competency of students, the development of educational skills, the education of students by means of a foreign language; the development of educational skills is associated with the skills of self-organization and mastering of educational technologies, namely the ability to independently acquire competency for professional communication in English; the ability to navigate in information sources and the practical use of the studied material.

**Course objectives:**

- to master the basics of interpretation and translation; to draw up and translate business documents (contracts, letters) taking into account the specifics adopted in foreign countries;
- to know the structure of presentations, meetings, assemblies, negotiations as a type of speech activity, their format, stylistic features;
- to know the cultural characteristics of various countries; culture of business communication;
- to know and use the rules of conducting business correspondence;
- to know the styles of business correspondence and have skills in stylizing;
- to be able to correctly use the language norm in all four types of speech activity in relation to business style;
- to be able to use the skills of conducting business conversations based on a specific situation; simulate dialog patterns; read texts of a general commercial orientation with the subsequent development of vocabulary on the topics of the course; communicate on the phone in English;
- be able to use a wide foreign vocabulary sufficient for both business trips and for active participation in conferences, preparation of reports and speeches in the language, as well as for reading literature in the specialty.

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## COURSE CONTENTS

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**Topic 1.** Basic principles of communication. Peculiarities of oral and written speech.

**Topic 2.** Application of business etiquette to e-communication.

**Topic 3.** Stylistic approach to business vocabulary: the definition of literary, neutral and colloquial vocabulary. The norm. Principles of selection of lexical means.

**Topic 4.** The structure of an e-business letter. Principles of dividing into paragraphs, the structure of the paragraph.

**Topic 5.** Language (grammar and stylistic) features of creating and structuring of emails

**Topic 6.** Proposal Letter, refusal letter, application letter, thank-you letter

**Topic 7.** Principles of creating of advertising informational text. Structure, lexical and grammatical features.

**Topic 8.** Final control

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## LEARNING OUTCOMES

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### Knowledge:

- methods of self-development and self-education; basic patterns of creative potential using;
- to master independently the professional knowledge and skills; to analyze the relationship of managed objects and draw appropriate conclusions about the need for self-development.
- sources of necessary information for analysis; principles of analysis and use of the information received;
- the information received and draw meaningful conclusions after summarizing the material; to prepare the necessary information for the subsequent planning and implementation of organizational measures for the professional activities of state and municipal employees.
- the system of modern Russian and foreign languages; usage standards; norms of Russian grammar and grammar of a foreign language; spelling standards of the modern Russian language and the studied foreign language; punctuation standards and their possible variation; literary language as a special higher, processed form of a nation-wide (national) language: the specifics of various functional-semantic types of speech (description, narration, reasoning), various language means to ensure the logical coherence of written and oral text.
- the basic concepts of strategic human resource management, modern technologies, methods, stages and procedures for the development and implementation of the concept of personnel management, personnel policy of the organization.
- basic concepts, methods and tools for quantitative and qualitative analysis of management processes.

### Skills:

- oral and written, monological and dialogical speech works of scientific and business genres taking into account goals, objectives, communication conditions, including scientific and business communication on the Internet;
- various forms, types of oral and written communication in educational and professional activities; technologies of independent preparation of texts of various genre-stylistic



affiliations - speech culture; a foreign language at the level of contact with native speakers in order to be understood on a wide range of life and professional issues.

- a search for information on the problem being studied, collect and analyze the data necessary to solve the assigned management tasks; quantify management forecasting;

#### **Experience:**

- skills of independent, creative work, the ability to organize their work; ability to introspection and self-control, to self-education and self-improvement, to the search and implementation of new, effective forms of organization of their activities..
- the conceptual apparatus of analysis, planning and organization of professional activity
- the skills of conducting business conversations with staff based on a specific situation; to simulate dialogue patterns; read texts of a professional orientation; communicate on the phone in English.
- the skills of the methodological substantiation of the choice of the required human resource management strategy.
- the skills of independent scientific and research work on a given topic; independent research skills on selected topics

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### PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

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**Interim attestation:** pass/fail exam

Comprehensive development of student discipline involves:

- a survey (with a presentation) on the problem-oriented topics formulated by the teacher, after which the audience discusses their level and, if necessary, answers are supplemented, or their shortcomings are noted under the guidance of the teacher conducting the lesson;
- business game;
- control classes (testing).

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### ASSESSMENT METHODS AND CRITERIA

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Criteria for evaluation:

#### **Testing**

- 36-40 points – The number of points scored from their total number is equal to or greater than 85% (excellent);
- 28-35 points – The number of points scored from their total number is between 65 to 84% (good).
- 19-27 points – The number of points scored from their total number is between 55 to 64% (satisfactory).
- 0-18 points – The number of points scored from their total number is less than 55% (unsatisfactory).

#### **Oral questioning**

- 18-20 points – The correct and comprehensive answers to all proposed questions are given.;
- 12-17 points – Correct, in general, answers to all proposed questions are given, however, there are minor errors in the completeness and quality of the presentation.



- 7-11 points – There are significant errors in the completeness and quality of the presentation of the material or some of the issues remained unresolved.
- 0-7 points – No answers to questions or incorrect answers.

#### Business game

- 36-40 points – Communicative aim is achieved;
- 28-35 points – The communicative goal has been achieved; minor mistakes were made in the process of written communication.
- 19-27 points – There are significant mistakes in written communication, some of the issues remained unresolved, and the communicative goal was partially achieved.
- 0-18 points – Communicative aim is not achieved.

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#### COURSE LITERATURE (RECOMMENDED OR REQUIRED)

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1. Ermolayeva E. N. Business Writing: elektronnoye uchebnoye posobiye (Tekstograficheskiye uchebnyye materialy) / E.N. Ermolayeva; E.V. Shvedova - Kemerovo: Kemerovskiy gosudarstvennyy universitet. 2015. - 212 s. <http://biblioclub.ru/index.php?page=book&id=481504>.
2. Communication CULTURE: Uchebnoye posobiye/ G.A. Krasnoshchekova -YuFU: Izdatelstvo Tekhnologicheskogo instituta Yuzhnogo federalnogo universiteta. 2018 <https://hub.lib.sfedu.ru/repository/material/800914165/>
3. Grammar in Levels Intermediate: Uchebnoe posobie/ Lozovoj A.YU., 2015 . <https://hub.lib.sfedu.ru/repository/material/800757324/>
4. Turlova E. Rendering and summary writing / E. Turlova - Orenburg: OGU, 2014. - 112 s. <http://biblioclub.ru/index.php?page=book&id=270320>
5. Science Library elibrary.ru – [www.elibrary.ru](http://www.elibrary.ru)