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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:** 2<sup>nd</sup>

**Level of course unit:** Bachelor 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:

- a 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 the national language;
- the specifics of various functional-semantic types of speech (description, narration, reasoning), a variety of linguistic means to ensure the logical coherence of written and oral text.
- conceptual framework for conducting business negotiations, business correspondence, contractual relations for solving professional problems.

### 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;
- marketing information, commodity market conditions to solve professional problems, taking into account related fields of science and practice.

### Experience:

- various forms, types of oral and written communication in educational and professional fields;
- technologies for independent preparation of texts of various genre-stylistic affiliations
- skills in culture of speech;
- a foreign language skills at the level of contact with native speakers in order to be understood on a wide range of life and professional issues;
- obtained skills in business negotiation methods to solve professional problems, taking into account related fields of science and practice.

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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;
- implementation of cases (discussion) related to the problems of business communication. Students shall be given the task to analyze the communicative situation and propose a solution (several solutions are possible). This contributes to the development of various kinds of competencies in the process of making communicative decisions;
- 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)