

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF LANGUAGES
DEPARTMENT OF SLAVONIC LANGUAGES

Adopted by the GDC (record №/ date):

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ACCEPTED BY:

Director:

(Assoc. Prof. V. Dosev, PhD)

SYLLABUS

SUBJECT: “COMMERCIAL CORRESPONDENCE”;

DEGREE PROGRAMME: “International Business”, “Business and Management” and “Accounting”; BACHELOR`S DEGREE

YEAR OF STUDY: 2; SEMESTER: 3;

TOTAL STUDENT WORKLOAD: 120 hours; incl. curricular 60 hours

CREDITS: 4

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS (lab. exercises)	30 30	2 2
EXTRACURRICULAR	60	-

Prepared by:

1.
(Assoc.Prof. Vladimir. Dossev, PhD)

2.
(Sen. Lecturer Yuliyana Todorova)

Head of Department:
of Slavic Languages (Assoc.Prof. Vladimir. Dossev, PhD)

I. ANNOTATION

The course aims to form communication competence in using business language in various discourse situations. The theoretical-and-practical orientation of the course allows for acquiring basic knowledge for communication in business and skills for successful writing of texts and documents according to the regulation-and-methodical requirements of the national and international standards.

The modules introduce the basic types of correspondence in the sphere of business. On the grounds of modern theoretical assumptions for business communication, there are created competences for the various genres of the administrative, commercial and minutes-writing correspondence, as well as that of the European institutions. Special emphasis is placed on the future realization of the UE students in the field of economics.

There is a focus on the specifics of business style, language and etiquette.

The subject matter in lectures is taught interactively by use of multi-media presentations.

For the seminars an extensive training is planned for forming practical skills in simulation situations, analyses of case-studies and texts, work with authentic documents, video materials and others.

II. THEMATIC CONTENT

No. по ред	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1	1. COMMUNICATION THROUGH SPEECH AND COMMUNICATION IN BUSINESS	3	1	
1.1.	Verbal and non-verbal communication			
1.2.	Business communication. Levels of business communication. Business discourse and speech acts. John Searle's Speech Act theory. Types of communication in business.			
1.3.	Written and oral communication in business.			
2	2. BUSINESS CORRESPONDENCE AS A SCIENCE	3	2	
2.1.	Objectives of business correspondence			
2.2.	Typology of business correspondence			
2.3.	Relating business correspondence with pragma-linguistics, document writing and archives.			
3	DOCUMENTS AND DOCUMENTATION	3	2	
3.1.	Office and personal documents. Functions of office documents.			
3.2.	Types of office documents depending on authorship, their function, the way of creating them, the participation in the flow of documentations and the text specification.			
4	THE LANGUAGE OF BUSINESS COMMUNICATION	2	2	
4.1.	Administrative, legislative and protocol language and style (functional levels).			

4.2.	Informative, convincing and protocol texts.			
5	ISSUES OF LANGUAGE CULTURE RELATED TO WRITTEN BUSINESS COMMUNICATION	3	6	
5.1.	Functional-and-linguistic rules for laying out a text in a document.			
5.2.	Spelling and punctuation in a documentary text.			
6	BUSINESS LETTERS	3	2	
6.1.	Models of a business letter in Bulgarian. Models of business correspondence in a foreign language.			
6.2.	Structure of business letters. Original and typological letters. Writing business letters to a group of people.			
7	DOCUMENTS IN APPLYING FOR A JOB, TRAINING AND INTERNSHIP	2	2	
7.1.	CV, Europass CV, resume.			
7.2.	The letter of motivation. Models and types of motivation letters.			
8.	ADMINISTRATION CORRESPONDENCE	4	4	
8.1.	Organizational-and-regulative documents			
8.2.	Reference-and-information documents			
8.3.	Administrative-and-legal correspondence			
9.	Commercial correspondence	4	4	
9.1.	Enquiry. Order. Replies to letters of enquiry and order.			
9.1.	Contracts.			
10.	ORAL BUSINESS CORRESPONDENCE	3	2	
10.1.	Monologue-and-dialogue types of genres.			
10.2.	Techniques for successful communication			

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extracurricular, h.
1.	Term (continuous) control		
1.1.	Written tasks	2	40
1.2.	Tests	1	20
	Total term control:	3	80
2.	Final term control		
2.1.	Examination (continuous assessment)	1	40
	Total final term control:	1	40
	Total for all types of control:	4	120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Кондукторова, А. Делова кореспонденция, Варна, 2012.
2. Кондукторова, А, Т. Атанасова и др. Делова кореспонденция. Учебно помагало. Варна, 2012.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Буркард, Р. Наука за комуникацията, Велико Търново, 2000.
2. Кондукторова, А. Деловият език, София, 2001.
3. Официален правописен речник на българския език. София, 2012.
4. Романов, Д. Държавен и дипломатически протокол. Церемониал. Кореспонденция. Бизнес етикет, София, 2010.
2. "Build your business vocabulary" John Fowler LTP Business
4. "English for Business Studies" Ian Mackenzie; CUP 2001
5. "Business Benchmark" Norman Whitby; CUP 2006
6. "Communicating in Business" Simon Sweeney; CUP
7. Essential Business Vocabulary Builder (A2 – B1) – Paul Emmerson, MacMillan
8. "Meetings in English", Bryan Stephens
9. Business Grammar Builder- Level B1/B2, Paul Emmerson.