**TOPICS FOR LECTURES AND SEMINARS IN THE DISCIPLINE “BUSINESS WRITING”**

**Summer Term**

**Unit 1. Structure and Presentation**

Title; sender’s address; inside address; references; date; attention line; privacy notice; destination; salutation; heading to the text; body of the letter; letter close; signature; copies of the letter.

**Unit 2. Content and Style**

Length; order and sequence; planning; formal and informal style and language; clarity; accuracy.

**Unit 3. Electronic correspondence**

Advantages and disadvantages; forms; layout; style; abbreviations.

**Unit 4. Business Correspondence Functions**

Referring; giving reasons; giving good/ bad news; requesting action/ information; apologizing; warning; making a complaint.

**Unit 5. Types of Letters**

Enquiries; replies and quotations; orders; payment; complaints; credit; insurance; transportation; contracts.

**Unit 6. Miscellaneous correspondence**

Reservations; appointments; hospitality; special occasions.

**Unit 7. Writing Resumes/ CVs and Covering Letters**

Layout; style; power words.