**Business Correspondence (ECTS 6)**

Language: the course is offered in English, Serbian and Hungarian.

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**Course description:**

This course emphasizes the acquisition of skills and style mechanics needed to produce personal and office correspondence. The parts of a business letter are examined in detail, as are the guidelines for organizing and writing a letter. Students will learn how to write neutral and inquiry letters, as well as positive and negative letters. Proper punctuation and word usage skills are also addressed. The later part of the course deals with creating envelopes and labels using Microsoft Word, as well as writing and managing e-mail and Power point presentation. Writing and creating memos, fax cover sheets, and forms using Microsoft Word templates are also covered. It covers traditional and electronic correspondence. Students will also learn business protocols (meeting planning, communication, reception of business partners).

This course would cover, both as lectures and practices, the following topics:

1. Introduction
2. Analyzing the audience and purpose
3. Effective Business Writing; Word Usage; Parts of a Business Letter; Letter and Punctuation Styles
4. Types of positive and negative letters
5. E-mail writing
6. Planning and organizing a memo, memo layout styles, memo writing guidelines
7. Purposes and types of reports
8. Preparing proposals
9. Planning for meetings
10. Verbal and nonverbal communication
11. Means of verbal communication
12. Making of presentation
13. Business protocols
14. Communication on Internet
15. Closing remarks

**Aims:**

The goals are the following:

* Students will understand the basic concepts of business communication,
* Understand the need to analyse the purpose and audience of communication,
* Analyse the situation and be able to select the appropriate medium of communication,
* Examine the information that is needed, gather it and organize it appropriately,
* Understand and apply the various ways to make communication clear, coherent and concise,
* Understand the importance of appropriate style and tone,
* Understand and apply the best practices in formats and functions of business letters
* Understand and apply the best practices in formats and functions of business emails,
* Understand the business protocols and meeting with business partners.