

General Information

Course name	e-mail English	ECTS Credits	2
		Semester	summer

Aims

The primary objective of the course is to introduce students into basics of communication and business correspondence. The course is designed to help students develop writing skills needed for creating lucid messages. A special emphasis is put on spelling, text design, style and register.

Contents

1. Introduction: Forms of Business Correspondence
2. Basics of Business Correspondence and Components of an Email Message
3. Opening and Closing - Formulaic Phrasing
4. Getting the Right Tone-Being Friendly versus Being Formal
5. Punctuation and Spelling in Written Communication - Grammar in Emails
6. Requests, Replies and Follow Up
7. Asking for Better Terms, Replying and Agreeing Terms
8. Making an Order and Confirming an Order
9. Asking for Payment, Complaints and Apologies
10. Reports
11. Application and Recommendation

Evaluation

Class attendance: Students are expected to attend each class according to the schedule. Transfers among groups are possible. In case you miss one class you are required to attend the class with a different group or excuse your absence with a valid doctor's certificate. In case you miss more than two classes, you will not receive credits for the course. You must be on time for class. Should you miss the first ten minutes of a particular seminar session your presence in the class will not count.

Preparation: Students are expected to make their own copies of the required materials and complete the assigned tasks and exercises. Should you fail to bring your own copy of the required study materials or a completed home assignment for a particular seminar, your presence in class will not count. If you arrange with the tutor in advance not to attend a class session, you will be expected to submit any assignment on the subsequent session.

The final assessment is based on the results of the two credit tests: **A**=100 - 94; **B**=93 - 87; **C**=86 - 80; **D**=79 - 73; **E**=72 - 66; **F**=65 - 0.

Bibliography

1. Paul Emmerson: Email English, Macmillan Publishing Company 2004, ISBN: 1405012943
2. Crispin Michael Geoghegan, Jacqueline Gonthierová: Praktická anglická a americká korešpondencia, Mladé Letá 1994, ISBN: 8006004862