

National Research Mordovia State University (MRSU)	
Faculty of Foreign Languages	
S Y L L A B U S	
Course Name	Writing Core Texts of Business English
Degree Programme	Master of Philology (Track “English for International Business”)
Year of Study	2 year
Semester	Autumn
ECTS (36 hrs per ECTS)	2 (72 hrs)
Instructor(s)	Prof. Serafima Panfilova , Associate Professor, Department of English Philology, Faculty of Foreign Languages
Language of Instruction	English
Course Requirements	B2 English writing skills (email, essay, review, summary, report)
Course Overview	The course is designed to develop postgraduate students' skills in writing core English texts to suit international business context. The focus is on teaching students to effectively use the instructional, informational, persuasive, and transactional styles of writing to achieve specific goals in business communication. The required level of English is up from B2.
Learning Outcomes	<ul style="list-style-type: none"> • choose the appropriate style to achieve certain communicative goals in the context of international business • structure clearly the core texts of business English to transmit effective messages • produce effective English texts that make the desired impact on the audience in the context of international business
Course unit contents	<ul style="list-style-type: none"> • Communicative goals of business writing. • Styles of business English writing. • Vocabulary and grammar of business English writing. • Organising and writing emails to a client. • Organising and writing a newsletter. • Organising and writing a business proposal. • Organising and writing a mission statement. • Organising and writing an internal report. • Organising and writing a financial report.
Course Structure	<ul style="list-style-type: none"> • Total number of contact hours: 19 hrs Seminars: 18 hrs (9 seminars) Individual consultations: 1 hr • Self-study: 53 hrs
Teaching methods	Interactive workshops, practical learning, case studies.
Grading System (including segment percentage)	Online test (pass-fail) (10%) Organising and writing business English texts (60%) Final written assignment (30%)

**Textbooks and
Mandatory Reading**

- Whitmell C. Business Writing Essentials: How to Write Letters, Reports and Emails. – 1st edition. – London, 2013. – 298 p.
- Roche M. Business English Writing: Advanced Masterclass. – IDM Business English Books, 2019. – 186 p.
- Garner B. A. Harvard Guide to Better Business Writing. – Harvard Business Review Press, 2013. – 240 p.
- English for Effective Business Writing:
<https://www.coursera.org/learn/english-for-business-writing>
- Better Business Writing in English:
<https://www.coursera.org/learn/business-writing-english>