

Faculty of International Economics and Administration
Department: International Economics and Politics
Professional area: Economics
Major: Marketing
Inter-University Program: International Marketing
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Course unit title: Business Correspondence
2. Course unit code: ADM 1034
3. Type of course unit: optional
4. Level of course unit: Master
5. Year of study: first
6. Semester: first, second
7. Number of ECTS credits allocated: 3
8. Name of lecturer: Prof. Venelin Kafedjiev, PhD, expert Vetka Radeva
9. Learning outcomes of the course unit: The course objective is students to master knowledge and acquire skills for creating and editing different documents in order to develop their cognitive and creative activity and independence of judgement, to acquire professional skills formed under the real circumstances of the concrete activity
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: the realization of concrete business relations between different institutions is connected with the establishment, maintenance and development of these relations by means of correspondence as a purposeful written-communicative activity.
12. Course contents: The course content of 'Business Correspondence' represents a system of professionally significant knowledge of: the general, administrative-managerial and economic / company/ correspondence as a form and content of the documents, a way of creating and editing different documents- samples (organization-efficient, reference-informative, finance-accounting), as well as documents of general and personal character. Correspondence has an extensively practical-applied focus, which turns into concrete professional activity in the office.
13. Recommended or required reading:
 1. Бизнес кореспонденция, Н. Георгиева, изд. 2004 г.
 2. Кореспонденцията в света на бизнеса, М. Хаджииванова, изд. 1993 г.
 3. Бизнес-кореспонденция, Ангел Железаров, изд. 1999 г.
 4. Нашата кореспонденция, "Сиком 22", 1991 г.
14. Planned learning activities and teaching methods: to create conditions for a complete teaching and learning activities besides the lecture as a method, a variety of techniques are used by providing output data (tasks) which students use to create and edit the documents-samples.

Using computer technology to assist the effective organization and delivery of teaching the subject enables the selection of optimal methods of training with the necessary variety.
15. Assessment methods and criteria: the level of acquisition of knowledge is controlled by doing practical correspondence tasks- computer creation and technical design of documents, with the necessary level of difficulty, with new elements, typical for independent work, by discussing a range of possible solutions.
16. Language of instruction: Bulgarian
17. Work placement(s): Practical correspondence tasks are solved by computer creation and technical design of documents