

English for Business Communication

Introduction

This 80 hour program is designed to develop your language and communication skills in English in a range of business situations. It improves both verbal and written communication skills. It helps gain valuable information about how to speak effectively in many business contexts, practice your English speaking skills and increase your confidence. Its task - and discussion based approach aims to teach the language and forms used in business letters, emails, memos, reports and faxes.

After the course, trainees are able to:

- Communicate confidently in a range of business situations
- Improve their speaking, listening, reading and writing skills
- Learn useful business vocabulary and business expressions
- Revise and extend their knowledge of important grammar structures
- Be more effective in their business career by improving their language skills
- Gain confidence and achieve business objectives more easily
- Negotiate and attend meetings held in English more effectively
- Present to win
- Write flawless e-mails, memos, letters and reports

Module 1: Culture Diversity and Socializing

- Welcoming visitors
- Small talk: keeping the conversation going
- Cross-cultural understanding
- Inviting, and accepting or declining

Grammar:

- Simple tenses: past, present, future.
- Adverbs of frequency

The Writing process

- Emails
- Opening and Closing a message
- Subject headings
- Asking for and sending information
- Email Style
- Being polite

Module 2: Telephoning

- Preparing to make a telephone call
- Receiving calls
- Taking and leaving message
- Asking for and giving repetition
- Setting up appointment
- Changing arrangement
- Problem-solving on the telephone
- Complaints
- Ending a call

Grammar:

- Questions and Negatives

The Writing process

- Attachments
- Parts of a Message
- Beginning and ending a message
- Email conventions
- Personal business letter and emails
- Opening/closing
- Inviting
- Accepting and declining

Module 3: Presentations

- Presentation technique and preparation
- The audience
- Using visual aids: general principles
- Talking about the content of visual aids
- Describing change
- Holding the audience`s attention
- Structure (2) The main body
- Listing information
- Linking ideas
- Sequencing
- Summarizing and concluding
- Questions and discussion

Grammar:

- Adjectives and Adverbs
- Continuous, Verbs

The Writing process

- Referring
- Giving good/bad news
- Saying what you can/cannot do
- Giving reasons
- British and American English
- Paragraphs

Module 4: Meetings

- What makes good meeting?
- Chairing a meeting
- Establishing the purpose of a meeting
- The structure of decision-making
- Stating and asking for opinion
- Interrupting and handling interruptions
- Asking for and giving clarification
- Delaying decisions
- Ending the meeting

Grammar:

- Tag questions
- Prepositions

The Writing process

- Arranging and confirming meetings
- Placing orders
- Circulars
- Revision and consolidation

Module 5: Negotiations

- Types of negotiation
- Preparation for a negotiation
- Making an opening statement
- Bargaining and making concessions
- Accepting and confirming
- Summarizing and looking ahead
- Types of negotiator
- Dealing with conflict
- Rejecting
- Ending the negotiation

Grammar: Conditional if

The Writing process

- Letter layout
- The date
- Making Mild complaints
- Making a point
- Warning
- Making strong complaints
- Requesting action
- Apologizing
- Faxes
- Informal business letters
- Informal writing style
- Replying to complaints
- Advising customers

