



## ENGLISH FOR BUSINESS

### WHY CHOOSE ENGLISH FOR BUSINESS?

THE ENGLISH FOR BUSINESS COURSE IS DESIGNED TO FULFIL YOUR WORK RELATED NEEDS WHICH CAN BE VERY SPECIFIC AND COVER A WIDE RANGE OF LANGUAGE SKILLS INCLUDING TELEPHONE SKILLS, REPORTING TO FOREIGN MANAGERS, REPLYING TO OR WRITING EMAILS AND FAXES, READING PERIODICALS IN SPECIALISED SUBJECT MATTERS, GIVING PRESENTATIONS AND NEGOTIATING ON BUSINESS TRIPS.



### COURSE DESCRIPTION

- Management
  - Work and Motivation
  - Company Structure
  - Managing across Cultures
  - Recruitment
  - Women in Business
- Production
  - The different sectors of the economy
  - Logistics
  - Quality
- Marketing
  - Products
  - Advertising
- Finance
  - Market structure
  - Takeovers
  -
- Economics
  - The business cycle
  - International Trade





## ENGLISH FOR BUSINESS

### TEACHING METHODOLOGY

- Aspects of the English language will be introduced and then practised with activities in a business and financial context through presentations, role plays and discussion
- Then the language will be further practised in listening and writing activities involving business transactions and activities including the following
  - Cultural diversity and socialising
  - Telephone including cross cultural communication
  - Presentation technique and preparation
  - Image impact and making an impression
  - Making meetings effective
  - Bargaining and making concessions
  - Summarising and looking ahead
- Dealing with conflict



### LISTENING TASKS

ALL LISTENING ACTIVITIES ARE HIGHLY INTERACTIVE ALLOWING FOR INPUT AND DISCUSSION REGARDING DIFFERENT SCENARIOS IN BUSINESS SITUATIONS:

LISTENING TASKS WILL INCLUDE

- JOB INTERVIEWS
- BUSINESS NEWS
- CHOOSING A SUPPLIER
- CASE STUDY - RISK ANALYSIS
- CUSTOMER CARE AND QUALITY
- VALUING ASSETS

