



International Business English Course - 90 hours

Overview

This 90 hour course is devised for intermediate level participants who need to improve their English communication skills for a changing business environment. Instruction will be done using authentic, hands-on materials that ensure participant interaction and accelerate learning. Current topics that have real life applications will be the basis for language training and business skill development.

Objectives

- To develop professional communication and language skills necessary for everyday business situations such as taking part in meetings, making presentations, telephoning, negotiating, and socializing
- To develop oral, reading and written comprehension skills critical for achieving optimal performance in a business environment
- To develop content specific knowledge and vocabulary on a wide range of business topics including leadership, organization, strategy and innovation

Methodology

Instructors for this course will use an interactive, communicative approach to language learning that ensures maximum participation. Participants can expect:

- assessment pre and post-course, and at scheduled intervals
- regular reading and discussion activities
- an active viewing and listening program
- grammar and vocabulary review
- professional skill training: writing, presentations, meetings, negotiations, telephoning
- business role plays and simulations
- case study analysis and feedback

Contents

Unit	Topic	Skills	Structure
1	Globalization	Managing telephone calls Taking messages	Comparing
2	Brands	Participating in meetings Writing memos	Simple past Present perfect
3	Travel	Making arrangements by phone Writing emails	Count/non-count nouns
4	Advertising	Presentation beginnings Writing a summary	Articles: <i>a, an, the</i>
5	Employment	Managing meetings Promotional leaflet	Questions
6	Trade	Negotiating Responding to emails	Conditionals
7	Innovation	Presenting Announcements	Passives
8	Organization	Socializing Preparing a report	Noun forms
9	Money	Dealing with figures Writing a report	Describing trends
10	Ethics	Problem solving Action minutes	Narrating
11	Strategy	Decision making a press release	Writing Prepositions
12	Leadership	Leading a team Basic business letter	Relative clauses
13	Competition	Negotiating strategies Revising documents	Talking about the future
14	Quality	Complaining on the phone Preparing a survey	Prepositions of time

Materials

Course Book: *Market Leader (Intermediate)*

Audio CDs

Financial Times DVDs

Practice and test files

Teacher materials

On-line resources

