

The following are **2 examples** of a Business English course programme that we create according to each client's specific needs. We tailor the course to their individual training objectives to ensure an effective, waste-free and productive training intervention.

This curriculum was designed for an international buyers and sales team - the first group was at a lower advanced level and focussed on effective communication skills. The second group were beginners and focussed on office survival and basic functional tasks.

Lesson cycle:

- Review and reinforce previous lesson
- Introduction of next topic:
 - 1st half: presentation + confidence building + business skills
 - 2nd half: fluency & listening comprehension + language activation
- Role-plays and applied practice

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Business English

Lower Advanced

Week	Title	Content
1	Introduction & presentations	Compare and contrast Basis for development and good study habits
2-4	Business vocabulary	Marketing, retail, administration and process management Case studies
5-6	Meetings	Vocabulary and expressions Diplomacy Accuracy and refining
7	Telephone skills	Role-plays and extension
8-9	Requests and giving assistance	On the telephone, by email and face-to-face Formality and expressions Role-plays
10-12	Statistics and trends	Vocabulary and expressions Analysis, explanation and extrapolation Field excursion Role-plays
13	Producing reports	Practise and summarising
14-16	Idiomatics and false friends	In business and social contexts
17-19	Strategy and management	Case studies Problem resolution
20-21	Negotiation skills	Theory of negotiations Diplomacy and Formality Role-plays
22-24	Presentation skills	ABC of public speaking Structures, expressions and vocabulary Cultural and audience awareness, persuasion techniques Role-plays

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Business English

Beginners

Week	Title	Content
1	Introduction & meeting people	Warm-up Expressions and building vocabulary
2-4	Office vocabulary	Jobs and business vocabulary Work processes and organisation; frequency adverbs and habits
5-6	Continuous activities	Describing actions and activities Role-plays
7-8	Functional vocabulary	Dates, times, numbers and currency
9-11	Planning and scheduling	Organising activities and discussion Role-plays
12-15	Product vocabulary	Product list Descriptions and adjectives Student presentation
16-18	Telephone techniques	Answering and handling calls Making calls and enquiries Vocabulary and expressions
19-20	Writing and replying to e-mails	Phrases, vocabulary and expressions Editing and correction
21-22	Handling requests and assistance	Advice, assistance and complaints Written and aural
23-24	Travel and socialising	Vocabulary and expressions Comprehension Role-plays

Contact us

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