

Business English Course Outline

Our Business English Courses will provide students with an excellent opportunity to practice all four language skills. They will deal with challenges of conducting business with partners from different cultural backgrounds and areas of operation.

Course Topics to be covered:

- company types and structure
- types of business organizations and entrepreneurship
- corporate culture
- mergers and acquisitions
- project management
- team working
- setting up a new business
- marketing
- brands
- investment and finance

Teaching Methods and Course Goals:

The course will run as a seminar with an interactive approach. Students are expected to make an active contribution to group discussions, simulations and case studies. Group and individual presentations are a part of the course.

Business Knowledge - reading and discussing a wide variety of business and technical journals to gain an insight into diverse topics

Use of technology - students will be asked to look up different internet sources to research the various topics

Critical thinking - examinations of case studies dealing with management, marketing and global business

Ethical thinking - examinations of dilemmas for companies when dealing with suppliers and products

Communication Skills - role plays, discussing business issues in English

Intercultural competency - examination of multinational companies

Business Communications:

- Basics of Business Writing
- Understanding common vocabulary and expressions, including abbreviations
- Adapting written communication to your audience, including handling different levels of formality
- Introduction to writing effective e-mails
 - Extensive overview of this topic as it is a predominant form of communication in today's workplace.
 - Many activities used to help the students utilize new techniques learned in this section of the course
- Continue with effective e-mailing lesson (key area of the course)
- Basics of writing for meetings – setting an agenda, changing the agenda, negotiating needs, taking minutes
- Structuring business letters to clients/customers/colleagues
- Structuring business reports
- Memos and/or other internal messaging forms
- Language use for written communication to ensure clarity while being brief and “to-the-point”
- Short reports – a request for information, format, asking for missing and/or further information
- Focusing on facts and figures – presenting numbers, describing trends, making comparisons, drawing conclusions.
- Personal messages – appreciation, congratulations, personal announcements, saying good-bye, etc.
- Reviewing common mistakes in business writing and how to capture them in the editing process

Instructional Methods:

- Communicative approach
- Student-centered classes
- Individual and group work
- Brainstorming
- Dilemmas and debates - improve critical thinking skills thru discussions