

COURSE TITLE: «BUSINESS ENGLISH»

COURSE LEVEL: Intermediate

COURSE DURATION: 12-15 weeks with 4 ac.hrs per week (*two lessons/week*).

GOALS OF THE COURSE:

- ✓ communicate in work-related situations;
- ✓ be able to write business correspondence including notes, memos and letters, business reports, agendas and minutes involved in business communication;
- ✓ conduct interviews and talks as well as participate in meetings, discussions and negotiations.

OBJECTIVES OF THE COURSE:

Upon completion of the course the students should be able to demonstrate the ability to:

- ✓ Understand and use International Business language;
- ✓ Create a career portfolio incorporating application forms, cover letters, resumes;
- ✓ Write different kinds of business letters;
- ✓ Communicate freely on the phone;
- ✓ Read authentic business texts (MEDIA articles, reviews);
- ✓ Summarize information presented in reports and reviews;
- ✓ Use common idiomatic expressions in conversations and in writing;
- ✓ Understand texts on a variety of business and non-business topics.

THEMATIC STRUCTURE OF THE COURSE (SAMPLE):

Program topics (the themes taken at the course):

- Brands
- Travel
- Organization
- Change
- Money
- Advertising
- Cultures
- Employment
- Trade
- Quality
- Ethics
- Leadership
- Innovation
- Competition

COURSE OUTLINE (FIRST 8 LESSONS)*:

Week	Theme	Lesson activities	
		Day 1	Day 2
One	Brand	<p><i>Introducing new words</i> and topic related expressions for talking about favorite brands and promotional tools (<i>brand awareness, stretching, loyalty</i>).</p> <p><i>Learning how to express views</i> and state opinion while taking part in meetings and negotiations;</p> <p><i>Practicing words</i> that go with brand and product – completing ex-s and translation;</p> <p><i>Discussing</i> quality control system and customer service – stating your opinion;</p>	<p><i>Grammar</i>: Present simple and present continuous (practicing adverbs of frequency);</p> <p><i>Case study</i>: role-playing the discussion of problems of leading brand Caferoma; trying to impose your point of view; Expressing ideas about advertising campaign; Reporting back details of marketing campaigns</p> <p><i>Writing e-mail</i> to the partner from overseas company. Writing description of products and services;</p> <p><i>Drafting a product presentation</i> for a competition;</p>
Two	Change	<p><i>Discussing</i> attitudes to change in general (move, weather, place) and at work (position\working place);</p> <p><i>Role-play</i>: taking part in meeting: language techniques how to change your mind and express controversial point of view;</p> <p><i>Practicing words and expressions</i> to describe change (describing trends on graph: matching changes with time periods);</p>	<p><i>Grammar</i>: Past Simple and Present Perfect – completing exercises;</p> <p><i>Case study</i>: Acquiring Metro: agree on the changes at a company that has been taken over;</p> <p><i>Writing action minutes</i> and giving a short summary of meeting;</p>
Three	Organization	<p><i>Presenting new vocabulary</i>: words and expressions to describe company structure;</p> <p><i>Socializing</i>: practicing introductions and networking; describing organizational structure of your company; speaking about responsibilities at work; talking about company background while giving presentation;</p>	<p><i>Grammar</i>: noun combinations;</p> <p><i>Case study</i>: Auric Bank: choosing the best way to reorganize customer service (discussing customer preferences, habits, loyalty);</p> <p><i>Writing a profile</i> of company; Composing report on company activity matters;</p>
Four	Travel	<p><i>Language work</i>: identifying British and American travel words;</p> <p><i>Introducing vocabulary</i> to describe travel;</p> <p><i>Talking</i> about travel experiences (jet-lag, queue at customs flight delay, etc);</p> <p><i>Role-play</i>: Booking the flights and</p>	<p><i>Grammar</i>: talking about future; learning different ways to express schedule, plans and intentions;</p> <p><i>Case study</i>: “Work, rest and play”: choosing a suitable hotel for seminar, bargaining the conditions of accommodation and discussing the program for the seminar;</p>

making arrangements on the phone
– using special expressions and
words to express preferences for
time\seats;

Writing e-mail to the travel
representative and listing the
demands for the hotel;

Five

Revision and Progress test

* THIS IS A SAMPLE OUTLINE REFLECTING THE GENERAL NATURE OF THE COURSE. ALL SYLLABI ARE SUBJECT TO CHANGE BY THE TEACHER FOR INDIVIDUAL STUDENT'S PURPOSES.

COURSE LITERATURE:

1. Market Leader, Coursebook, Intermediate, Longman;
2. Market Leader, Workbook, Intermediate, Longman;
3. Grammar practice for Intermediate Students, Longman
4. Business Vocabulary in Use, Intermediate, Cambridge;

COURSE POLICIES

Teaching methods

Role-plays, dialogues, case-studies, debating, interpreting, translation completion, text reading and discussion, audio-records listening, essays and summaries writing, reports completion, simple contracts reading, simple agreement features discussion and other activities available to the teacher by the methodic approach chosen for the course, etc.

Attendance

Attendance is essential and required (legitimate excuses will be considered). When circumstances prevent you from attending a class, it is your responsibility to notify the teacher or coordinator, preferably prior to the absence. The critical level of missed lessons is set up at 20%. By reaching the critical level of missed classes the school is entitled to stop your studies.

Homework and homework check

Homework is provided every lesson and is given 5-10 minutes before the end of the class. Home task may vary in dependence on the skills being developed.

Every lesson begins with check-up of your homework; the typical home assignments for this Program will include vocabulary study, presentation preparation, contract detailed consideration, preparation for in-class debates and survey carry out;

Revision

The Revision is set up one lesson before the Progress Test and two lessons before The Final one; it assumes revising of vocabulary (word collocations and expressions, ethics understanding, knowing telephone etiquette and presentation techniques).

Besides, the lessons are set up as a consequent process of proper practice of the material taken before. The revision of already studied grammar and vocabulary is arranged every lesson so that the student has to encounter with it in every exercise, listening task and text.

Progress test

The progress test is mandatory and held every 8-10 lessons to check and control the advance. The assignments of test are obligatory to include business etiquette check by meeting or telephone talk role-play, topic discussion, letter writing.

Final Test

The Final Exam assumes oral (this may involve discussing, telephone talk role-play, negotiations-sample case-study) and written (letter writing) assignments.

The Exam is credited by points. Every task (oral\written) is marked with max 25 points. If you make a mistake you get one point less. So you seem to succeed if you get not less than 80 points.

Certificate

At the end of your course you can request the certificate on education. The certificate is awarded to students who complete the program and who don't possess any financial and other obligations before Active English. To claim the Certificate you must succeed in passing The Final Test.



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