

SAMPLE PROGRAMME

Business English 15

Class 1

Monday

INTRODUCTIONS and COURSE OUTLINE.

Needs Analysis and language assessment

PRESENTING YOURSELF & COMPANY WITH Q & A

Language feedback/reformulation

LISTENING:

Following a presentation on the topic of management.

Discussion on international management styles

Language focus & practice by explaining work activities and processes.

Mini presentations on own companies
Language feedback/reformulation

HOMEWORK

Lexical phrases gap fill



Class 2

Tuesday

PRESENTING & EXPLAINING INFORMATION

(Structuring, using visuals with facts & figures, explaining, dealing with questions, use of voice)

FINANCE

Company Results

The language of trends to compare and contrast.

Presenting trends to workforce

Skills: Listening and note-taking to a manager from a retail company.

Language focus & practice reporting & explaining figures
Language feedback/reformulation

HOMEWORK:

Reading: Case study from a retail chain



Class 3

Wednesday

PARTICIPATING IN MEETINGS

(Opinion, agreement, proposing)

Language focus & role-play practice meeting

Language feedback/review

HOMEWORK:

common phrases gap fill

Class 4

Thursday

MARKETING

Language for marketing

Video case study: BMW's marketing strategy.

Developing a marketing strategy. Using language of persuasion and negotiation

Role-play practice to reach agreement

SKILLS: Writing: Detailed work correspondence such as reports, action plans (depending on the needs of the group)

Writing a short report (SWOT analysis) on another company.

HOMEWORK

Write a draft report on your company

Class 5

Friday

Presentations

Finish and present SWOT analysis report to the group
Skills: Listening and notetaking
Language feedback and review.

BBC Business News and follow-up.

Review of this week's language work

HOMEWORK

Self-study strategies

This is a sample timetable only. The final content of this course will result from a language assessment and needs analysis and negotiated with the participants.

