

Business English 15

Monday (9.00-12.00)

INTRODUCTIONS & COURSE OUTLINE

Needs Analysis and language assessment

PRESENTING YOURSELF & COMPANY WITH Q&A

Language feedback/reformulation

Tasks

- 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

Homework

Lexical phrases gap fill



Tuesday (9.00-12.00)

THEME: PRESENTING & EXPLAINING INFORMATION

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

Tasks

- 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



Wednesday (9.00-12.00)

THEME: PARTICIPATING IN MEETINGS

- Opinion, agreement, proposing
- Language focus & role-play practice meeting
- Language feedback/review

Homework

Common phrases gap fill



Thursday (9.00-12.00)

THEME: 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

Tasks

- 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



Friday (9.00-12.00)

THEME: 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

