



ASOCIACIÓN DE JÓVENES
EMPRESARIOS Y EMPRENDEDORES
DE LA RIOJA

BUSINESS ENGLISH

Objetivo:

- The level of this Business English begins with the beginning...finding a job and starting out in a company. The student will learn how to write a CV and covering letter, and then study how to successfully negotiate a job interview in English. This level also looks at the characteristics of companies and the language used to talk about different parts of a company. And finally, there is practice with the very important and common task of speaking on the telephone in English.
- Learn specific basic business vocabulary related to jobs and use general grammar to successfully give personal information and write a CV.
- Use elementary expressions and acquire basic vocabulary necessary to apply for a job and successfully negotiate a job interview in English
- Give a broad outline of the company, discuss facts and figures and learn expressions to cope with the most common business situations

- Discover and learn the most frequent expressions used on the phone, spelling, short answers and questions to keep a simple phone conversation
- Deal with suppliers and customers, improve the vocabulary for descriptions and check given information
- Learn the most common business formula to write a letter, an e-mail or fax. Give information about quantities and measures
- Improve the expression of ideas to successfully communicate in a meeting, make an offer or request and express an opinion
- Gain knowledge to cope with situations out of the office, have a chat in a restaurant, talk about leisure activities and express preferences
- Acquire business vocabulary and learn specific idioms used in the process of negotiation, describe a product, discuss prices and set up sales conditions
- Know usual expressions and basic formula used in a business travel. The student will learn to ask for information, make a reservation, book a flight as well as the most common tips to take into account when travelling
- Gain a thorough knowledge for descriptions in English in order to make a successful presentation
- Discover and learn the specific vocabulary and key expressions to start out and successfully close a negotiation, state deadlines and specify conditions
- Learn economic vocabulary and expressions in order to be able to talk about the market and its changes
- Improve linguistic skills to suggest new ideas
- Broaden the vocabulary and discover the expressions related to market analysis and advertising
- Learn the main linguistic structures used in the writing of memos and acquire specific vocabulary to express your personal situation at work

- Discover and learn the main parts of a company, organization, departments and job titles
- Gain knowledge about the advantages and disadvantages of merging
- Deal with expressions related to banking and finance in order to know how apply for a loan or explain prices changes
- Acquire and broaden knowledge about international logistics and trade

Programación:

UNIDAD DIDÁCTICA 1 Looking for work

-Introductions, Job descriptions, Apologising, Giving advice, Job requirements, Likes and dislikes, Quantities, numbers and prices, Curriculum Vitae, Job recommendations

UNIDAD DIDÁCTICA 2 Getting the job

-Covering letters, Making appointments, Telling the time, Days of the week, Job interviews, Personal qualities, abilities and skills, Following directions, Starting work, Countries and cities

UNIDAD DIDÁCTICA 3 Company Talk

-Making appointments, Dates, Describing company history, future plans and product range, Employment contracts and benefits, Company rules, Telling the time, Quarterly progress reports, Describing graphs and charts, Numbers, facts and figures, Describing company performance, Plans and intentions for the future, Making complaints, Office equipment, Ordering in a restaurant

UNIDAD DIDÁCTICA 4 On the Telephone

-Answering the phone, Making a phone call, Living excuses, Taking messages, Spelling names, Polite questions, Saying phone numbers, Making international calls, Talking about preferences, Making complaints

UNIDAD DIDÁCTICA 5 Operations Develop

-Operations management, Making an appointment, Business plans, Giving advice, Describing a process, How to save money, Clarifying information and checking understanding, Future plans, Talking about change, Dealing with suppliers, The workforce and transportation

UNIDAD DIDÁCTICA 6 Letters, Faxes and Emails

-Writing a letter, Common expressions, Leaving a note, Accepting an invitation, Emails and the Internet, Using a search engine, Writing a fax, Packages and parcels, Dimensions and weight

UNIDAD DIDÁCTICA 7 Meetings

-Agendas, Starting and ending meetings, Introducing people, Offers and requests, Explaining the background, Setting out the options, Agreeing and disagreeing, Expressing opinions, Summarising, Dealing with conflict, Expressing possibility, Allocating tasks

UNIDAD DIDÁCTICA 8 Socialising

-Making and responding to suggestions, Nationalities, Ordering a meal, Food, Asking for details, Expressing likes and dislikes, Social chat, Polite questions and answers, Making requests, Asking for permission, Percentages

UNIDAD DIDÁCTICA 9 Sales

-The ideal salesperson, Describing personal qualities, Getting information about a visitor, Assigning tasks, Describing and comparing a product, Computer terms, Measurements, Negotiating, Making offers, Closing the deal, Talking about conditions, Presenting a sales plan

UNIDAD DIDÁCTICA 10 Travel

-Booking a ticket, Checking in, Talking about preferences, Airline regulations, Asking for travel information, Comparing, Getting around, Means of transport, Giving directions, Hotel services, Travelling by road, Travel tips, Describing illnesses

UNIDAD DIDÁCTICA 11 Presentations

Key elements of a good presentation, Visuals, Defining objectives, Strategy and structure, Introducing yourself, Body language, Adding emphasis, Progress reports, Building rapport, Dealing with unexpected problems, Clarifying meaning

UNIDAD DIDÁCTICA 12 Negotiations

What makes a good negotiator, Small talk, Talking about health problems, The weather, Introducing people, Breaking the ice, Deciding on procedure, Stating goals and limits, Starting a negotiation, Being diplomatic, Making offers and counter-offers, Reducing distances, Reaching an agreement, Finalizing a deal, Written confirmations

UNIDAD DIDÁCTICA 13 Economics

The market, Supply and demand, Consumer choice, Macroeconomics

Describing economic trends, Inflation and unemployment, The global economy, Talking about causes and effects, Currencies, Connecting ideas, Microeconomics, Drawing conclusions, Expressing possibilities

UNIDAD DIDÁCTICA 14 Innovation

Brainstorming, Taking notes, Company culture, Controlling meetings, Success and failure, Making suggestions, Fractions, percentages and decimals, Benefits of innovation, Encouraging innovation, Writing meeting minutes

UNIDAD DIDÁCTICA 15 Marketing

Company departments, Marketing segmentation, Marketing strategy, Product development, Market research, Analyzing research data, Marketing mix, Acronyms, Advertising

UNIDAD DIDÁCTICA 16 Career

Job satisfaction, Motivation, Complaining, Training and qualifications, Giving career advice, Asking for a raise, Writing a memo, Career management, Personal characteristics, Preparing a resumé

UNIDAD DIDÁCTICA 17 Mergers and Acquisitions

Why companies merge, Implications of a merger, Reporting facts, Differences in corporate culture, Benefits of a merger, Analyzing strategic fit, Product line compatibility, Making acquaintances Greetings, Implementing a merger strategy, Successful and unsuccessful strategies

UNIDAD DIDÁCTICA 18 Company Organization

External and internal influences, Business environment, Company hierarchies, Organization charts, Presentation notes, Different structures Job titles, Expressing responsibility, Corporate culture, Management styles

UNIDAD DIDÁCTICA 19 Banking and Finance

The ways and whys of financing activities, The stock market, Equity financing, The role of shareholders, Describing changes in share prices Credits from banks, Applying for a loan, Bonds: what are they and how do they work, Credit ratings, Talking about future plans

UNIDAD DIDÁCTICA 20 International Trade

Global markets, World trade patterns, Difference between exporting and subsidiaries, The role of multinationals, Countries and nationalities, Common business abbreviations and acronyms, International transport, Freight, Packaging, shipping and insurance, Transport documents, Incoterms, Transportation and customs

Duración: 135 horas online

Fechas: 28 de Septiembre de 2010 a 15 de Diciembre de 2010