



BUSINESS ENGLISH

Training Solutions

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A UNIQUE LEARNING EXPERIENCE

English One exists to provide top quality English instruction and world class service to our students. We believe that by treating each student as an individual we can truly help them to succeed.

We aim to provide a rich learning experience that will see our students learning English in a stimulating, professional and enjoyable environment. We want our students to achieve more than they expected and to become confident users of English.

Course Overview

The Business English course focuses on the communicative skills needed in the workplace as well as the language and skills required to be successful in meetings, giving presentations, conducting negotiations and networking. Your confidence and vocabulary will be developed through our interactive classes with intelligent insights and positive feedback.

Course Outline

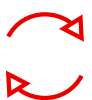
The Business English course is a flexible and adaptable course with each week focusing on a different module.



DAYS: Monday - Friday



TIMES: 9:00 to 15:00



MINIMUM LENGTH: 1 week



MINIMUM LEVEL: B1



Course Aims



The most important aspect of business is a sense of purpose - language is used to achieve an end: the successful outcome of a business transaction or event. This course aims to provide you with the essential language to help you succeed in whatever business environment you work in.



International businesspeople need to make contact with others whom they have never met before, or know only slightly. Meetings are short because businesspeople are always pressed for time. This course addresses the need for an internationally accepted way of doing things so that people from different cultures, speaking different languages can quickly feel more comfortable with one another.

Clear communication is vital for success. Information has to be conveyed with a minimum risk of misunderstanding, and the time for processing information needs to be short. So the Business English course will equip you with the knowledge and skills to ensure that you are always on top of things.

A Selections of Course Modules

MODULE 1: International Business

- Business Travel
- Guests and Visitors
- Cultural Diversity and Awareness
- Business Ethics and Etiquette

MODULE 2: People, Companies & Working Life

- Business Sectors
- Describing Work and Responsibilities
- Departments and Job Roles
- Working Practices

MODULE 3: Customers & Customer Service

- Expectations and Satisfaction
- Exchanging Information
- Managing Customer Feedback
- Problem Solving

MODULE 4: Sales & Marketing

- Product Description and Features
- Market Research and Strategy
- Selling Products and Services
- Branding

MODULE 5: Communication

- Meetings and Presentations
- Telephoning
- Emails
- Report Writing

MODULE 6: Negotiations

- Types of Negotiations
- Bargaining and Making Concessions
- Closing
- Dealing with Conflict



The Language of Business

All lessons provide the following:

- Complete business vocabulary with up-to-date terms and common phrases.
- Grammar structures to improve your communication.
- Pronunciation focus for a better accent.