

Sample Syllabus: Business English (Intermediate Level)

Course: Business English

Level: Intermediate

Who is this for: anyone wanting to communicate successfully in general business situations, including managers, sales people, account managers, and business leaders

On this course, participants will learn:

- to communicate with others in practical, business-oriented situations
- to express themselves in English with greater fluency, accuracy and confidence
- to handle themselves in English in a variety of business contexts, from negotiating, to using the telephone, to making presentations, to socialising

The content will be supported by systematic work on core grammatical structures, vocabulary patterns and pronunciation. Actual content depends on pre-course Needs Analysis, and is subject to on-going change as the course evolves. These are sample modules only.

Introductions

- Course outline and approach
- Describing your role and responsibilities
- Typical & critical scenarios you use the target language in, key issues

Meetings

- Chairing, setting the agenda, controlling the conversation
- Participating, turn-taking, listening and taking notes
- Being diplomatic, agreeing and disagreeing

Business Correspondence

- Emails – register, style, standard phrasing
- Notes and memos
- Business-specific language phrases

Telephoning

- Checking & clarifying information
- Finance-specific scenarios
- Listening to different accents, intonation

Making Presentations

- Introducing a topic effectively
- Linking and sequencing ideas
- Concluding
- Responding to questions

Process Management

- Describing processes, cause and effect
- Criticising, recommending
- Quality assurance, continuous improvement

Negotiating

- Key negotiating language, framing your argument
- Negotiating with suppliers
- Negotiating with customers

Reports

- Skim reading reports and news feeds
- How to report information and ideas
- Writing reports – style, register, conventions

Social English

- The first five minutes
- Speed networking – the elevator pitch
- Small talk, turn-taking
- Business conventions

Some examples of other areas of language that could be covered

- Case studies
- Writing effective proposals
- Managing teams
- Cross-cultural awareness
- Discussing the wider economic picture

COURSE FEATURES

- ✓ Flexible content to meet emerging needs
- ✓ Flexible logistics, including training location, scheduling, and duration
- ✓ Customised materials, including company documents where appropriate
- ✓ A choice of training methods, including in-house training, in-country immersion, online tuition and self-study
- ✓ Experienced, native-speaker trainers using participative, practical methodology
- ✓ On-going review and assessment
- ✓ Customised online reporting platform, to include attendance, trainer notes, and progress assessment
- ✓ Customised online learning resource, to include lesson materials, extra resources, and learner forums