

**COURSE TITLE: «BUSINESS ENGLISH»**

**COURSE LEVEL: Pre-Intermediate**

**COURSE DURATION:** 15-18 weeks with 4 ac.hrs per week (*two lessons/week*).

**GOALS OF THE COURSE:**

- ✓ use English for business communication with co-workers in different situations via speaking and listening;
- ✓ read adapted passages and articles on business topics and identify main ideas and details;
- ✓ carry on business correspondence by understanding and replying to in-coming e-mails, faxes.

**OBJECTIVES OF THE COURSE:**

Upon completion of the course the students should be able to demonstrate the ability to:

- ✓ accurately understand non-technical authentic texts;
- ✓ summarize, comment and present the information contained in texts and a variety of documents;
- ✓ produce clear and structured written documents of a relatively formal and informal character (personal letters, e-mails, notes, etc.);
- ✓ read autonomously and understand factual texts;
- ✓ to follow argumentation in a conversation between different interlocutors within the main socioprofessional contexts.

**THEMATIC STRUCTURE OF THE COURSE:**

Program topics (the themes taken at the course):

1. Careers
2. Shopping online
3. Types of Companies
4. Ideas: product promotion and successful meeting
5. Stress
6. Corporate entertaining
7. Marketing
8. Planning: business plan
9. Managing people
10. Conflict
11. Starting a new business
12. Products and innovations

**COURSE OUTLINE (FIRST 8 LESSONS)\*:**

Week	Theme	Lesson activities	
		Day 1	Day 2
One	Careers and job opportunities	<p><i>Introducing</i> a list of new words and expressions for further consideration, practice of pronunciation and semantics study; <i>Completing exercise</i> with suitable words; Learning words that go with <i>career</i>;</p> <p><i>Listening</i> to the recording about career path and <i>Sharing ideas</i> about careers using new vocabulary related to the topic;</p> <p><i>Talking about experience of interview</i> and ways how to improve your career. <i>Presenting CV</i>.</p> <p><i>Telephoning</i>: learning how to make contact and use special etiquette (expressions);</p>	<p><i>Grammar</i>: learning the difference in meaning of modals: ability\requests\offers; infinitive construction with modals; Practicing the rules on exercises and in dialogues;</p> <p><i>Case study</i>: role-playing the situation of choosing the best candidate for the job of sales manager; <i>Discussing</i> responsibilities and tasks;</p> <p>Learning the techniques of <i>writing formal e-mail</i> (syntax, template); understanding and practicing <i>principles of writing covering letter</i> to the employer and providing references.</p>
Two	Selling online	<p><i>Discussing new vocabulary</i> related to shopping and sales business.</p> <p><i>Practicing new words</i> and expressions on discussion session (Shopping online: advantages and disadvantages; methods of payment).</p> <p>Learning how to reach agreement while <i>negotiating</i> by using special words and expressions and putting them in correct order of presentation;</p>	<p><i>Grammar</i>: modals: must, need to, have to, should; and understanding the second meaning of modal verbs; <i>Completing exercises</i> by suitable modals in correct form;</p> <p><i>Case study</i>: <i>role-playing</i> a visit to tourist agency and choosing a holiday tour by skimming a brochure and discussing tour details with representative of the agency;</p> <p>Learning how <i>to write a letter of complaint</i>, and filling in application form and registration forms at customs;</p>
Three	Companies: types	<p>Understanding the difference in meaning of the expressions and words related to different types of companies and company structure;</p> <p><i>Reading</i> the texts for further consideration and in-class discussion; <i>Extracting vocabulary</i> for description of companies;</p> <p>Learning how <i>to present your company</i> before audience (presentation techniques - introduction)</p>	<p><i>Grammar</i>: practicing the tenses (Present Simple&amp;Present Continuous);</p> <p><i>Case study</i>: <i>role-playing</i> the discussion of investment plan preparing (debating details, conditions, profitability of the company);</p> <p><i>Writing</i> a proposal document;</p>
Four	Marketing	<p><i>Working out new words</i> and</p>	<p><i>Grammar</i> consideration: Future</p>

expressions (Products and Brands, advertising). Making vocabulary notes for future monitoring and reading a text.

Simple and other forms of expressing future plans and intentions;

*Text pre-reading* and scanning. *Discussing ideas* about promotional tools and attitude to advertising on TV.

*Case study: role-playing* a presentation of product features and introducing new services to public at press conference; discussing the products, services and advertising requirements;

*Completing translation* from Russian into English using new words.

*Listening* to the promotional strategy of Coca Cola Inc. and identifying techniques used for this purpose.

**Five**

**Revision and Progress test**

\* THIS IS A SAMPLE OUTLINE REFLECTING THE GENERAL NATURE OF THE COURSE. ALL SYLLABI ARE SUBJECT TO CHANGE BY THE TEACHER FOR INDIVIDUAL STUDENT'S PURPOSES.

**COURSE LITERATURE:**

1. Market Leader, Coursebook, Pre Intermediate, Longman;
2. Market Leader, Workbook, Pre Intermediate, Longman;
3. Grammar practice for Pre Intermediate Students, Longman
4. Business Vocabulary in Use, Pre Intermediate, Cambridge;

**COURSE POLICIES**

**Teaching methods**

Role-plays, dialogues, translation completion, text reading and discussion, audio-records listening, small summaries writing and other activities available to the teacher by the methodic approach chosen for the course, etc.

**Attendance**

Attendance is essential and required (legitimate excuses will be considered). When circumstances prevent you from attending a class, it is your responsibility to notify the teacher or coordinator, preferably prior to the absence. The critical level of missed lessons is set up at 20%. By reaching the critical level of missed classes the school is entitled to stop your studies.

**Homework and homework check**

Homework is provided every lesson and is given 5-10 minutes before the end of the class. Home task may vary in dependence on the skills being developed.

Every lesson begins with check-up of your homework; the typical home assignments for this Program will include vocabulary study, grammar ex-s completion, preparing text for detailed discussion);

**Revision**

The Revision is set up one lesson before the Progress Test and two lessons before The Final one; it assumes revising of vocabulary (word collocations and expressions) and grammar material.

Besides, the lessons are set up as a consequent process of proper practice of the material taken before. The revision of already studied grammar and vocabulary is arranged every lesson so that the student has to encounter with it in every exercise, listening task and text.

**Progress test**

The progress test is mandatory and held every 8-10 lessons to check and control the advance. The assignments of test are obligatory to include business etiquette check by meeting or telephone talk role-play, topic discussion, letter writing.

**Final Test**

The Final Exam assumes oral (this may involve reading and retelling a text, discussing, telephone talk role-play,) and written ( translation completion and letter writing) assignments. The Exam is credited by points. Every task (oral\written) is marked with max 25 points. If you make a mistake you get one point less. So you seem to succeed if you get not less than 80 points.

**Certificate**

At the end of your course you can request the certificate on education. The certificate is awarded to students who complete the program and who don't possess any financial and other obligations before Active English. To claim the Certificate you must succeed in passing The Final Test.



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