

**COURSE TITLE: «BUSINESS ENGLISH»**

**COURSE LEVEL: Upper-Intermediate**

**COURSE DURATION:** 12-15 weeks with 4 ac.hrs per week (*two lessons/week*).

**GOALS OF THE COURSE:**

- ✓ communicate orally in business situations and participate in business discussions and negotiations;
- ✓ read and summarize texts related to the field of business;
- ✓ make oral presentations on business topics and discuss the presentations.

**OBJECTIVES OF THE COURSE:**

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

- ✓ accurately understand Business related authentic texts;
- ✓ summarize and answer questions about the assigned listening materials on economics topics;
- ✓ make reports on business related topics;
- ✓ carry on interior business correspondence;
- ✓ speak freely on the phone (discussing business topics);
- ✓ fully understand the content and structure of conferences and complex presentations;
- ✓ communicate spontaneously and fluently to a degree that allows for normal interaction with an interlocutor.

**THEMATIC STRUCTURE OF THE COURSE:**

1. Communication
2. International Marketing
3. Building relationships
4. Success
5. Job satisfaction
6. Risk
7. E-commerce
8. Team Building
9. Raising Finance
10. Customer Service
11. Crisis management
12. Management Styles
13. Takeovers and mergers
14. The Future of Business

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

Week	Theme	Lesson activities	
		Day 1	Day 2
One	Communication	<p><i>Introducing new vocabulary:</i> good and bad communicators; Idioms;</p> <p><i>Reading a text</i> about “International communication” (authentic source “FT”);</p> <p><i>Listening</i> to the interview with A marketing manager for mobile manager;</p> <p><i>Discussing ideas</i> about communication techniques;</p>	<p><i>Practicing</i> to deal with communication breakdown by <i>choosing suitable word collocation</i>;</p> <p><i>Case Study:</i> KMB Construction (<i>brainstorming ideas for improving communications problems; drafting a memo</i>);</p> <p><i>Writing e-mail</i> to overseas partners;</p>
Two	International Marketing	<p><i>Discussing</i> international brands, sharing ideas about trademarks;</p> <p><i>Reading a text:</i> Coffee cultures and producing ideas about promotion of coffee brand;</p> <p><i>Introducing new vocabulary:</i> marketing collocations; Noun compounds and noun phrases;</p>	<p><i>Giving presentation</i> of product features and promotional tools;</p> <p><i>Role-playing:</i> brainstorming ideas at meeting session;</p> <p><i>Case Study:</i> Zumo sports drink marketing department (<i>brainstorming ideas for developing a global brand; drafting a memo</i>)</p> <p><i>Writing e-mail</i> to marketing agency listing demands for marketing campaign;</p>
Three	Job Satisfaction	<p><i>Discussing</i> motivation and do a quiz on stress;</p> <p><i>Talking</i> about satisfying factors at work;</p> <p><i>Introducing words</i> for describing motivating factors;</p> <p><i>Reading a text</i> for further consideration: Perks that work (Virginia Business Online);</p> <p><i>Listening</i> to the interview with HR director at international company and completing ex-s (fill in the gaps and matching);</p>	<p><i>Grammar consideration:</i> Passives; Completing translation to work out rules;</p> <p><i>Role-play:</i> handling difficult situations (on the phone; at meeting, etc.);</p> <p><i>Case Study:</i> Crawford human resources department (<i>devising a policy on close relationships at work; draft guidelines for board meeting</i>);</p> <p><i>Writing guidelines</i> for new employees;</p>
Four	Raising Finance	<p><i>Discussion:</i> ways of raising money (investments, corporate market, real estate, antique things);</p> <p><i>Introducing vocabulary</i> to discuss financial matters; idioms;</p> <p><i>Vocabulary check:</i> dependent prepositions; working out word</p>	<p>Case Study: Vision Film Company (negotiating a finance package to make feature film);</p> <p><i>Giving presentation</i> on reliability of the company you’re working for currently; Suggest the ways of solving financial problems and dealing with risk;</p>

collocations;

*Reading a text* about Crisis and ways to overcome it. American experience;

*Listening to the interview* with financial broker at New York stock market about profitable securities;

**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, Upper Intermediate, Longman;
2. Market Leader, Workbook, Upper Intermediate, Longman;
3. Business Vocabulary in Use, Advanced, Cambridge;
4. Advanced language practice, Michael Vince, Macmillan

**COURSE POLICIES**

**Teaching methods**

Role-plays, dialogues, case-studies, debating, interpreting, translation completion, text reading and discussion, audio-records listening, essays and summaries writing, reports completion, contracts reading, agreement features discussion 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, presentation preparation, contract detailed consideration, preparation for in-class debates and survey carry out;

**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, ethics understanding, knowing telephone etiquette and presentation techniques). 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 discussing, telephone talk role-play, negotiations-sample case-study) and written (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.



**ACTIVE ENGLISH**  
BUSINESS ENGLISH LANGUAGE SCHOOL

Russia, Moscow, Zemlyanoj val 27  
Telephone: 7 (495) 792-16-73  
E-mail: [info@activenglish.ru](mailto:info@activenglish.ru)  
Website: [www.activenglish.ru](http://www.activenglish.ru)

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