



4385 North 75th Street #101

Scottsdale, Arizona 85251

Business English Course Outline

Topics covered over the 80-hour course include the following

1. Social Interaction
 - a. Meeting & Greeting
 - b. Engaging conversation and prompting
 - c. Conversational techniques
2. Types of business communication, including telephone skills, e- mail skills, text messaging, making and changing appointments, writing presentations
3. Effective Interaction in meetings, agreeing and disagreeing
4. The Language of Negotiating
5. Making short Presentations, word building
6. Talking about products and brands
7. Talking about the Company, job profile
 - a. Discussing Plans
 - b. Strengths and Weaknesses
 - c. Staff
 - d. Organization and Structure
 - e. Development
 - f. Market Position and Competition
8. Describing trends and change, ethical consumerism, international outsourcing
9. Management Styles: Using the right language
10. Cultural Difference: How culture affects the way we speak, common expressions, social responses
11. Talking about Money, Finance
12. Schedules, Plans and Timetables
13. Talking about national, international and global factors, economies
14. Voice projection, pronunciation, showing enthusiasm, contrastive stress, stress in phrasal verbs and tonality
15. A glossary of business terms
 - critical vocabulary
16. Appropriate-level grammar instruction, composition, review and practice