

LINGUS TRAINING & CONSULTING BUSINESS & GENERAL ENGLISH CERTIFICATE PROGRAMMES



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Business English Course

Aim

This 14-week course is designed to equip students with the English language skills required to function effectively in the world of business.

This course aims to teach English from a practical business perspective, explaining specialist vocabulary and skills such as letter writing, telephoning, negotiating, meetings and presentations. The course gives particular importance to business concepts, vocabulary, and forms (letters, reports) and develops business-related speaking strategies and writing skills.

Objectives

By the end of the course, students will be able to

- Use business related vocabulary and concepts necessary for success in the workplace.
- Comprehend a variety of business texts.
- Use the appropriate business format for completing written tasks.
- Speak with increased confidence in business or other meetings.

Outline

Topics	Vocabulary Areas/Structure/Pronunciation
<u>Company Structure</u>	<ul style="list-style-type: none">• Job titles• Departments• Present Simple

<u>Meetings</u>	<ul style="list-style-type: none"> • Vocabulary for organising meetings (minutes, secretary, chair, etc) • Phrases for meetings • Conditionals • Modals
<u>Telephoning</u>	<ul style="list-style-type: none"> • Phrases for telephoning • Politeness • Modals (Could I, Would you like to, etc) • Pron: Spelling names, addresses, etc
<u>Financial English</u>	<ul style="list-style-type: none"> • Talking about cash flow • Profit and loss accountants • Terminology of finance
<u>Socialising</u>	<ul style="list-style-type: none"> • Phrases for greetings, introductions, partings • Lexis for hobbies, interests, family • Levels of formality • Present simple • Question forms
<u>Employment/Job Applications</u>	<ul style="list-style-type: none"> • Lexis of working conditions-perks, benefits, holidays, salary, income, K, promotions, etc. • Comparatives • Lexis describing character - hard-working, a team player, a self-starter, etc.
<u>E-business/ the Internet</u>	<ul style="list-style-type: none"> • Internet vocabulary • IT vocabulary
<u>Management</u>	<ul style="list-style-type: none"> • Question forms • Imperatives • Levels of formality in requests/orders
<u>Business ethics</u>	<ul style="list-style-type: none"> • Modals • Lexis of corruption, rights, etc.
<u>Marketing/Advertising</u>	<ul style="list-style-type: none"> • Marketing Lexis - brands, awareness campaign, etc
<u>Corporate Culture/Cross-cultural relations</u>	<ul style="list-style-type: none"> • Comparatives • Lexis to describe personality traits • Polite language

<u>Negotiations</u>	<ul style="list-style-type: none"> • Conditionals • Request, Offers • Typical phrases; starting, making offers, refusing, accepting, asking for clarification, bargaining
<u>Describing Company History</u>	<ul style="list-style-type: none"> • Past tenses, Present Perfect • Key Lexis - (was) launched, was established
<u>Presentations</u>	<ul style="list-style-type: none"> • Language of presentations, OHP, slides, etc.: signalling language: dealing with questions • question forms
<u>Business Writing</u>	<ul style="list-style-type: none"> • Language of formal and informal letters • Language for CVs (experience, qualifications, etc) • Language for reports (if requested)

Class activities

Most class activities include class discussion, group work, presentation, role play, reading, and writing.

Readings:

1. Flinders, Steven. **Test Your Business English: Elementary**. Essex: Penguin, 2000.
2. Millan, Ana Maia and Marisela Toselli. **On the Job: English for Secretaries and Administrative Personnel**, International Editions. Madrid: McGraw-Hill, 2001.
3. Murphy, Dan. **Memos**. Internet. Available: <http://www.rpi.edu/dept/llc/writecenter/web/memos.html>. Jan. 2005.
4. Pohl, Alison. **Test Your Business English: Accounting**. Essex: Penguin, 2002.
5. Pohl, Alison. **Test Your Business English: Secretarial**. Essex: Penguin, 2000.
6. Stanton, A.J. and L. R. Wood. **Longman Commercial Communication**. Longman 1988.
7. Sweeney, Simon. **English for Business Communication**. Cambridge: Cambridge University Press, 2001.
8. Sweeney, Simon. **Test Your Professional English: Finance**. Essex: Penguin, 2002.