



детальніше про курс

Курс Business English Online

BASIC LEVEL

🕒 22 заняття 📅 2 заняття на тиждень

ВИВЧАЄМО ТАКІ ТЕХНОЛОГІЇ



TalkEn.Cloud



Kahoot



Quizlet



Wordwall

ПРОГРАМА КУРСУ

1. * Module 1: Foundations of Business Communication

Lesson 1. Making Introductions in the Business World

- Focus: Building rapport and making a strong first impression in professional settings
- Language Goals: Distinguishing between Present Simple and Present Continuous in everyday business use
- Practice: Role-play introductions, conduct peer interviews, describe organizational structures

Lesson 2. Collaborating in International Teams

- Focus: Navigating cultural diversity, time zone coordination, avoiding communication breakdowns
- Practice: Group discussions on multicultural experiences, simulations of international teamwork scenarios

2. * Module 2: Everyday Business English

Lesson 3. Writing Business Emails & Internal Messages

- Focus: Recognizing and using appropriate levels of formality; mastering key expressions
- Task: Transform informal emails into professional tone, edit typical writing mistakes

Lesson 4. Phone & Video Call Communication

- Key Language: Polite call management – answering, transferring, note-taking
- Practice: Simulated business calls to arrange meetings and discuss brief agendas

3. * Module 3: Meetings & Negotiations

Lesson 5. Running and Participating in Business Meetings

- Vocabulary: Meeting structure – setting an agenda, summarizing action points
- Language Goals: Using various future forms for planning and predicting
- Practice: Simulate internal team meetings with rotating roles

Lesson 6. Introduction to Business Negotiations

- Language: Functional phrases for proposing, agreeing, objecting
 - Grammar: Practice with real-world conditional scenarios
 - Task: Role-play to reach win-win agreements in business deals
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4. * Module 4: Travel, Culture, and Networking

Lesson 7. Essentials of Business Travel

- Topics: Travel logistics, booking, itineraries, handling delays
- Grammar: Comparing Past Simple and Present Perfect in travel contexts
- Practice: Role-play at airport and hotel check-ins

Lesson 8. Networking Across Cultures

- Topics: Mastering small talk, avoiding cultural missteps
 - Grammar: Comparative structures for making social comparisons
 - Activity: Networking simulation with international client scenarios
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5. * Module 5: Marketing, Branding, and Sales

Lesson 9. Marketing Language and Strategies

- Topics: Campaign planning, identifying audiences, measuring results
- Grammar: Active vs Passive voice in marketing content
- Task: Present a well-known campaign and explain its strategy

Lesson 10. Talking about Brands and Company Image

- Vocabulary: Brand tone, personality, customer perception
- Grammar: Using relative clauses to define brand attributes
- Practice: Describe and evaluate your company's branding strategy

Lesson 11. Customer Service & Sales Dialogue

- Topics: Handling complaints, product returns, upselling techniques
 - Grammar: Building confident question forms
 - Practice: Realistic role-plays with challenging client scenarios
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6. * Module 6: Presentations & Business Writing

Lesson 12. Delivering Clear Business Presentations – Part 1

- Focus: Structuring your message for clarity and engagement
- Language: Useful transitions and linking phrases
- Task: Prepare and deliver short team presentations

Lesson 13. Enhancing Presentations with Visual Support – Part 2

- Focus: Using visuals, body language, and intonation effectively
- Language: Describing trends using visuals (charts, graphs)
- Practice: Create and present with data visuals

Lesson 14. Writing Effective Business Reports

- Structure: Key components: summary, insights, conclusions
 - Grammar: Using formal and objective tone with impersonal language
 - Task: Write a mini report with peer feedback
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7. * Module 7: Career Development & Workplace Communication

Lesson 15. Creating Strong CVs & Job Applications

- Focus: Highlighting achievements, tailoring your experience
- Grammar: Using Past Perfect for previous accomplishments
- Task: Build and refine your CV in English

Lesson 16. Interview Skills for Success

- Vocabulary: Self-presentation, talking about challenges, giving examples
- Grammar: Using Second Conditional for hypothetical responses
- Practice: Participate in structured mock interviews

Lesson 17. Giving & Receiving Feedback

- Topics: Review cycles, appraisals, performance discussions
 - Grammar: Present Perfect Continuous, comparatives for describing progress
 - Task: Write and share a self-evaluation paragraph
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8. * Module 8: Finance, Strategy & Leadership

Lesson 18. Business Finance Fundamentals

- Vocabulary: Budget terms – revenue, costs, margin
- Grammar: Quantifiers and business-related expressions
- Activity: Interpret and discuss simplified financial reports

Lesson 19. Managing Projects Efficiently

- Vocabulary: Phases, stakeholders, risk factors
- Grammar: Using Future Perfect and Continuous for planning
- Task: Outline and present a small-scale project plan

Lesson 20. Discussing Strategy and Innovation

- Language: Strategic frameworks (SWOT, KPIs, risks)
- Grammar: Mixed conditionals to discuss future decisions
- Task: Collaborate on building a strategy presentation

Lesson 21. Leadership Styles & Managing Teams

- Vocabulary: Leadership models, influence, resolving conflicts
- Grammar: Modals for recommendations and obligations

- Task: Analyze a case study on leadership in a crisis

Lesson 22. ESG (Environmental, Social, and Governance) & Corporate Social Responsibility

- Topics: Sustainable practices, ethical business, stakeholder impact
 - Grammar: Advanced passive structures for formal reporting
 - Task: Develop and present a company's ESG plan
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БОНУСИ КУРСУ



Free English Speaking Club B1



Free English Speaking Club B2