

**1° ed. Corso Business English post - intermediate (cod.408/17)**

**DURATA:** 60 ore; n. 24 incontri il martedì dalle ore 18:30 alle ore 21:00 (dal 21 marzo al 14 novembre 2017)

**SEDE:** Collegio San Giuseppe Via San Francesco da Paola 23 a Torino.

**DOCENTE:** prof.ssa Margaret Gojska

**OBIETTIVI:** raggiungere il livello avanzato d'inglese generale e commerciale e perfezionare le competenze nei seguenti ambiti

- Gestione comunicazione diretta e scritta con l'estero: incontri alle fiere e visite all'estero, effective socializing, telefonia e corrispondenza avanzata
- Ottimizzare tecniche commerciali nei primi incontri con clienti e fornitori/ Vendere le tue idee-proposte
- Presentazione internazionale efficace e coinvolgente/presentare fatti e risultati
- Chairing efficace e partecipazione alle riunioni internazionali, enfatizzare priorità
- Team building
- Gestione crisi e conflitto – telefonica e scritta più avanzata – nell'azienda e con clienti
- Arrivare ad un accordo nella trattativa difficile

**METODO:** interattivo e multimediale – conversazione, brainstorming, simulazioni dialoghi comparativo - studio della grammatica

**PROGRAMMA**

<b>D A T E</b>	<b>C O N T E N U T I</b>	<b>M E T O D O</b>
21/03/17 28/03/17 04/04/17 11/04/17	<p><b>Effective socializing in business (1):</b> introduce yourself effectively, start conversations in conventions &amp; fairs, make small talk</p> <p><b>Effective socializing in business (2):</b> guide a conversation</p> <p><b>Client meeting (1):</b> effective questions techniques, psychology of communication in business</p> <p>GRAMMAR: Review of tenses 1 &amp; 2, Future forms &amp; modals</p> <p>DISCUSS: Future in the era of Globalization / VIEW: Ted conference</p>	<p>Group/ individual conversation</p> <p>Reading &amp; writing composition</p> <p>Analyzing theory &amp; practical examples</p> <p>Listening to dialogs – comprehension, feedback– simulations</p> <p>Internet viewing</p>
18/04/17 02/05/17 09/05/17 16/05/17	<p><b>Client meeting (2):</b> effective questions techniques, psychology of communication in business</p> <p><b>Team building:</b> discuss the concept of team, brainstorm, make contribution, play active role</p> <p><b>People skills:</b> in managing difficult situations</p> <p>WRITING: emails, diplomatic style</p> <p>GRAMMAR: Adjectives &amp; adverbs / Gerunds</p> <p>DISCUSS: Cultures/ VIEW: Ted conference</p>	<p>Group/ individual conversation</p> <p>Reading &amp; writing composition</p> <p>Listening to dialogs – comprehension, feedback– simulations</p>
23/05/17 30/05/17	<p><b>Starting presentations effectively:</b> strong introductions, stimulate interest</p> <p><b>Style in presentations:</b> informal and simple</p> <p><b>Presenting figures:</b> interpret figures, analyze information</p> <p><b>Promote your idea:</b> Present a proposal, conclude effectively</p>	<p>Group/ individual conversation</p> <p>Reading &amp; writing composition</p> <p>Internet viewing</p>

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06/06/17 13/06/17	<p>WRITING: Memos – organize information, write a clear proposal</p> <p>DISCUSS: European Union / VIEW: Ted conference</p> <p>GRAMMAR: Question forms &amp; Emphasis</p>	<p>Listening to dialogs – comprehension, feedback– simulations</p>
20/06/17 27/06/17 04/07/17 11/07/17	<p><b>Chairing a meeting:</b> control a meeting, deal with people effectively</p> <p><b>Emphasize your point in mtgs:</b> emphasize priorities and make a strong point</p> <p><b>Manage a crisis meeting:</b> prepare an action plan</p> <p>WRITING: factual reports</p> <p>GRAMMAR: Articles &amp; Reference words/ Linking ideas 1&amp; 2</p> <p>DISCUSS: Future of education / VIEW: Ted conference</p>	<p>Group/ individual conversation</p> <p>Reading &amp; writing composition</p> <p>Analyzing theory &amp; practical examples</p> <p>Listening to dialogs – comprehension, feedback– simulations</p>
19/09/17 26/09/17 03/10/17 10/10/17	<p><b>Summarizing in meetings:</b> summarize points, give accurate reports</p> <p>WRITING: minutes</p> <p><b>Manage problems:</b> handle conflict &amp; misunderstandings, develop customer service skills</p> <p>WRITING: Letters of complaints &amp; Response</p> <p>GRAMMAR: Conditionals</p> <p>DISCUSS: Innovation / VIEW: Ted conference</p>	<p>Group/ individual conversation</p> <p>Reading &amp; writing composition</p> <p>Analyzing theory &amp; practical examples</p> <p>Listening to dialogs – comprehension, feedback– simulations</p>
17/10/17 24/10/17 07/11/17 14/11/17	<p><b>Making proposals:</b> responding and bargaining</p> <p><b>Negotiate effectively:</b> reach agreement, difficult negotiation strategies</p> <p>DISCUSS: Future / VIEW: Ted conference</p> <p>GRAMMAR: Reported speech &amp; Review before the test</p> <p align="center"><b>F I N A L T E S T &amp; S C O R I N G</b></p>	<p>Group/ individual conversation</p> <p>Reading &amp; writing composition</p> <p>Analyzing theory &amp; practical examples</p> <p>Listening to dialogs – comprehension, feedback– simulations</p>