

1° ed. Corso Business English intermediate (cod.409/17)

DURATA: 60 ore; n. 24 incontri il mercoledì dalle ore 18:30 alle ore 21:00 (dal 22 marzo al 15 novembre 2017)

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

DOCENTE: Comunica Consulting

OBIETTIVI: raggiungere il livello post-intermedio d'inglese generale e commerciale e migliorare le competenze nei seguenti ambiti

- Gestione contatti e comunicazione diretta e scritta con l'estero: incontri alle fiere e visite all'estero, accoglienza, ristorante con cliente, telefonia e corrispondenza complessa
- Presentazione promozionale azienda/prodotti/servizi – presentazione dei trend con raccomandazioni
- Chairing efficace partecipazione alle riunioni internazionali, presentare argomenti strutturati
- Gestione problemi dei clienti – telefonica e scritta più avanzata
- Presentazione proposte e la trattativa win-win

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

PROGRAMMA

| DATE | CONTENUTI | METODO |
|----------|--|---|
| 22/03/17 | Meeting new business partners: introducing yourself, talking about your job, meeting a new business partner | Group/ individual conversation Reading & writing composition |
| 29/03/17 | Organizing an event: Offers & requests, get things done | Analyzing theory & practical examples |
| 05/04/17 | Effective business presentations (1): preparing introductions, sequencing points and making a summary; studying style | Listening to dialogs – comprehension, feedback–simulations |
| 12/04/17 | DISCUSS: Corporate hierarchy in different cultures, being direct WRITING: Informal and formal e-mails GRAMMAR: Review of present tenses, Articles | |
| 19/04/17 | Effective business presentation (2): preparing and outline & giving individual promotional presentations | Group/ individual conversation Reading & writing composition |
| 03/05/17 | Getting attention in presenting: Refining language & style: Opening presentation effectively, emphasising | Analyzing theory & practical examples |
| 10/05/17 | Concluding a presentation: Making a strong conclusion, dealing with questions | Listening to dialogs – comprehension, feedback–simulations/ video clips |
| 17/05/17 | DISCUSS: Attitude to time / GRAMMAR: Review of futures, pasts INTERNET: View a Ted Conference for comprehension/language GRAMMAR: Pasts & Futures WRITING: Memos – internal procedures/info/recommendations | |

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| 24/05/17 | Leading meetings(1): set objectives, open a team and a formal meeting, evaluate performance | Group/ individual conversation Reading & writing composition |
| 31/05/17 | Leading meetings(2): Manage the meeting, encourage to speak, summarize | Analyzing theory & practical examples |
| 07/06/17 | Participating in meetings: Put your point of view, take turns, respond | Listening to dialogs – comprehension, feedback– simulations / video clips |
| 14/06/17 | DISCUSS: Globalization GRAMMAR: Passives, linking (relative clauses) WRITING: Short factual reports | |
| 21/06/17 | Brainstorming meetings: define a problem, suggest and respond, evaluate suggestions | Group/ individual conversation Reading & writing composition |
| 28/06/17 | Making recommendations: presenting options, comparing alternatives, recommending | Analyzing theory & practical examples |
| 05/07/17 | DISCUSS: Cultural differences | Listening to dialogs – comprehension, feedback– simulations |
| 12/07/17 | GRAMMAR: Reported speech & Question forms WRITING: Minutes | Internet viewing & discussion |
| 20/09/17 | Problem solving: explain & clarify, predict consequences, suggest & promise action – develop customer service language | Group/ individual conversation Reading & writing composition |
| 27/09/17 | Presenting arguments: giving reasons, emphasising, persuading | Analyzing theory & practical examples |
| 04/10/17 | Negotiating (1): making and responding to proposals, win-win solution | Listening to dialogs – comprehension, feedback– simulations |
| 11/10/17 | DISCUSS: World economy GRAMMAR: Conditionals & Gerunds WRITING: Formal correspondence: repond to inquiry & apologize INTERNET: View a Ted Conference for comprehension/language | |
| 18/10/17 | Negotiating (2): handling difficulties in negotiation | Group/ individual conversation Reading & writing composition |
| 25/10/17 | Concluding a deal, reviewing achievement: celebrate the conclusion of a successful negotiation | Analyzing theory & practical examples |
| 08/11/17 | GRAMMAR: Review before the test | Listening to dialogs – comprehension, feedback– simulations |
| 15/11/17 | INTERNET: View a Ted Conference for comprehension/language F I N A L T E S T & S C O R I N G | |