

## 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:** prof.ssa Margaret Gojska

**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	<b>Meeting new business partners:</b> introducing yourself, talking about your job, meeting a new business partner	Group/ individual conversation Reading & writing composition
29/03/17	<b>Organizing an event:</b> Offers & requests, get things done	Analyzing theory & practical examples
05/04/17	<b>Effective business presentations (1):</b> 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	<b>Effective business presentation (2):</b> preparing and outline & giving individual promotional presentations	Group/ individual conversation Reading & writing composition
03/05/17	<b>Getting attention in presenting:</b> Refining language & style: Opening presentation effectively, emphasising	Analyzing theory & practical examples
10/05/17	<b>Concluding a presentation:</b> 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	<b>Leading meetings(1):</b> set objectives, open a team and a formal meeting, evaluate performance	Group/ individual conversation Reading & writing composition
31/05/17	<b>Leading meetings(2):</b> Manage the meeting, encourage to speak, summarize	Analyzing theory & practical examples
07/06/17	<b>Participating in meetings:</b> 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	<b>Brainstorming meetings:</b> define a problem, suggest and respond, evaluate suggestions	Group/ individual conversation Reading & writing composition
28/06/17	<b>Making recommendations:</b> 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	<b>Problem solving:</b> explain & clarify, predict consequences, suggest & promise action – develop customer service language	Group/ individual conversation Reading & writing composition
27/09/17	<b>Presenting arguments:</b> giving reasons, emphasising, persuading	Analyzing theory & practical examples
04/10/17	<b>Negotiating (1):</b> 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	<b>Negotiating (2):</b> handling difficulties in negotiation	Group/ individual conversation Reading & writing composition
25/10/17	<b>Concluding a deal, reviewing achievement:</b> 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  <b>F I N A L T E S T &amp; S C O R I N G</b>	