

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 8 febbraio al 19 luglio 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
08/02/17	Meeting new business partners: introducing yourself, talking about your job, meeting a new business partner	Group/ individual conversation Reading & writing composition
15/02/17	Organizing an event: Offers & requests, get things done	Analyzing theory & practical examples
22/02/17	Effective business presentations (1): preparing introductions, sequencing points and making a summary; studying style	Listening to dialogs – comprehension, feedback–simulations
01/03/17	DISCUSS: Corporate hierarchy in different cultures, being direct WRITING: Informal and formal e-mails GRAMMAR: Review of present tenses, Articles	
08/03/17	Effective business presentation (2): preparing and outline & giving individual promotional presentations	Group/ individual conversation Reading & writing composition
15/03/17	Getting attention in presenting: Refining language & style: Opening presentation effectively, emphasising	Analyzing theory & practical examples
22/03/17	Concluding a presentation: Making a strong conclusion, dealing with questions	Listening to dialogs – comprehension, feedback–simulations/ video clips
29/03/17	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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05/04/17	Leading meetings(1): set objectives, open a team and a formal meeting, evaluate performance	Group/ individual conversation Reading & writing composition
12/04/17	Leading meetings(2): Manage the meeting, encourage to speak, summarize	Analyzing theory & practical examples
19/04/17	Participating in meetings: Put your point of view, take turns, respond	Listening to dialogs – comprehension, feedback– simulations / video clips
26/04/17	DISCUSS: Globalization GRAMMAR: Passives, linking (relative clauses) WRITING: Short factual reports	
03/05/17	Brainstorming meetings: define a problem, suggest and respond, evaluate suggestions	Group/ individual conversation Reading & writing composition
10/05/17	Making recommendations: presenting options, comparing alternatives, recommending	Analyzing theory & practical examples
17/05/17	DISCUSS: Cultural differences	Listening to dialogs – comprehension, feedback– simulations
24/05/17	GRAMMAR: Reported speech & Question forms WRITING: Minutes	Internet viewing & discussion
31/05/17	Problem solving: explain & clarify, predict consequences, suggest & promise action – develop customer service language	Group/ individual conversation Reading & writing composition
07/06/17	Presenting arguments: giving reasons, emphasising, persuading	Analyzing theory & practical examples
14/06/17	Negotiating (1): making and responding to proposals, win-win solution	Listening to dialogs – comprehension, feedback– simulations
21/06/17	DISCUSS: World economy GRAMMAR: Conditionals & Gerunds WRITING: Formal correspondence: repond to inquiry & apologize INTERNET: View a Ted Conference for comprehension/language	
28/06/17	Negotiating (2): handling difficulties in negotiation	Group/ individual conversation Reading & writing composition
05/07/17	Concluding a deal, reviewing achievement: celebrate the conclusion of a successful negotiation	Analyzing theory & practical examples
12/07/17	GRAMMAR: Review before the test	Listening to dialogs – comprehension, feedback– simulations
19/07/17	INTERNET: View a Ted Conference for comprehension/language F I N A L T E S T & S C O R I N G	