

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 7 febbraio al 25 luglio 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

DATE	CONTENUTI	METODO
07/02/17 14/02/17 21/02/17 28/02/17	<p>Effective socializing in business (1): introduce yourself effectively, start conversations in conventions & fairs, make small talk</p> <p>Effective socializing in business (2): guide a conversation</p> <p>Client meeting (1): effective questions techniques, psychology of communication in business</p> <p>GRAMMAR: Review of tenses 1 & 2, Future forms & modals</p> <p>DISCUSS: Future in the era of Globalization / VIEW: Ted conference</p>	<p>Group/ individual conversation</p> <p>Reading & writing composition</p> <p>Analyzing theory & practical examples</p> <p>Listening to dialogs – comprehension, feedback– simulations</p> <p>Internet viewing</p>
07/03/17 14/03/17 21/03/17 28/03/17	<p>Client meeting (2): effective questions techniques, psychology of communication in business</p> <p>Team building: discuss the concept of team, brainstorm, make contribution, play active role</p> <p>People skills: in managing difficult situations</p> <p>WRITING: emails, diplomatic style</p> <p>GRAMMAR: Adjectives & adverbs / Gerunds</p> <p>DISCUSS: Cultures/ VIEW: Ted conference</p>	<p>Group/ individual conversation</p> <p>Reading & writing composition</p> <p>Listening to dialogs – comprehension, feedback– simulations</p>
04/04/17 11/04/17	<p>Starting presentations effectively: strong introductions, stimulate interest</p> <p>Style in presentations: informal and simple</p> <p>Presenting figures: interpret figures, analyze information</p> <p>Promote your idea: Present a proposal, conclude effectively</p>	<p>Group/ individual conversation</p> <p>Reading & writing composition</p> <p>Internet viewing</p>

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18/04/17 02/05/17	<p>WRITING: Memos – organize information, write a clear proposal</p> <p>DISCUSS: European Union / VIEW: Ted conference</p> <p>GRAMMAR: Question forms & Emphasis</p>	<p>Listening to dialogs – comprehension, feedback– simulations</p>
09/05/17 16/05/17 23/05/17 30/05/17	<p>Chairing a meeting: control a meeting, deal with people effectively</p> <p>Emphasize your point in mtgs: emphasize priorities and make a strong point</p> <p>Manage a crisis meeting: prepare an action plan</p> <p>WRITING: factual reports</p> <p>GRAMMAR: Articles & Reference words/ Linking ideas 1& 2</p> <p>DISCUSS: Future of education / VIEW: Ted conference</p>	<p>Group/ individual conversation</p> <p>Reading & writing composition</p> <p>Analyzing theory & practical examples</p> <p>Listening to dialogs – comprehension, feedback– simulations</p>
06/06/17 13/06/17 20/06/17 27/06/17	<p>Summarizing in meetings: summarize points, give accurate reports</p> <p>WRITING: minutes</p> <p>Manage problems: handle conflict & misunderstandings, develop customer service skills</p> <p>WRITING: Letters of complaints & Response</p> <p>GRAMMAR: Conditionals</p> <p>DISCUSS: Innovation / VIEW: Ted conference</p>	<p>Group/ individual conversation</p> <p>Reading & writing composition</p> <p>Analyzing theory & practical examples</p> <p>Listening to dialogs – comprehension, feedback– simulations</p>
04/07/17 11/07/17 18/07/17 25/07/17	<p>Making proposals: responding and bargaining</p> <p>Negotiate effectively: reach agreement, difficult negotiation strategies</p> <p>DISCUSS: Future / VIEW: Ted conference</p> <p>GRAMMAR: Reported speech & Review before the test</p> <p align="center">F I N A L T E S T & S C O R I N G</p>	<p>Group/ individual conversation</p> <p>Reading & writing composition</p> <p>Analyzing theory & practical examples</p> <p>Listening to dialogs – comprehension, feedback– simulations</p>