

B2 Business Language Training	<p>30-40 hours, 2 or 3-hour lessons spread over 2-16 weeks</p> <p>For business people who can already speak their chosen language functionally and would like to become more professional and persuasive.</p> <p>The course can be tailored to meet your company's specific needs.</p>
Objective	<p>To improve your ability to function professionally in a multi-national environment.</p> <p>At the end of the course, you should be aware of what's required to use language accurately, persuasively and confidently in common and less common business situations.</p>
Content	<p>Speaking/Listening:</p> <ul style="list-style-type: none"> ● Introducing yourself, your organisation and your market/industry. ● Describing trends, comparing and contrasting ● Participating with ease in meetings – explaining, clarifying, persuading and convincing others ● Presenting and developing an argument – making suggestions, recommendations and offering an opinion ● Negotiating in commercial situations using and recognising language of diplomacy and being culturally aware during such situations ● Small talk in formal and informal business situations ● Adapting style and tone to match the situation and your counterpart ● Developing idiom, expression and other natural language patterns ● Developing pronunciation and the use of intonation in sentences to improve delivery <p>Telephoning:</p> <ul style="list-style-type: none"> ● Dealing with difficult calls competently and diplomatically ● Participating in telephone conference calls <p>Writing/Reading:</p> <ul style="list-style-type: none"> ● Reading, understanding and responding to work related correspondence ● Writing conventions for e-mails, business letters and reports ● Writing style, use of language and tone ● Clarity and cohesion ● Brevity <p>Presenting:</p> <ul style="list-style-type: none"> ● Language required when giving a clear, well structured presentation ● Preparing and exploiting visuals ● Focusing on pronunciation, articulation and pace when speaking.
Vocabulary and grammar	As relevant to the above situations
Materials	Business grammar book and/or skills textbook, CD Rom, online resources, company and job-related authentic materials.