

Business English Course

Lecturer	Gayane Hakobyan, English language lecturer
Schedule	2 hours per week, 17:00-19:00
Target group	Business English for management, marketing and accounting related specialists including participants from various levels
Language	English
Participation fee	AMD 40,000

Objective

This course aims to improve student's' English for accounting, management, marketing and business becoming more confident, fluent and accurate. It also aims to enhance students' English skills in taking part in meetings, communicating for processing transactions, and international trade. The course also raises students' awareness of cross-cultural issues to prepare them to communicate in global situations.

Description

This course teaches and practices English for professional business purposes including verbal communication, as well as written English in the form of professionally formulated letters, reports and memos commonly used in their daily work. It also provides students with international business terminology, making them ready for communication in international working environment and be able to interact with counterparts for potential business opportunities.

Course outcome

The Business English course is designed to prepare students to use English in a present or future work situation. Students will develop English skills with a focus on business context and environment, and they will learn vocabulary that is used regularly in the business world. This course will help practice and enrich communication skills by using English in specific business settings and situations.

By the end of the course, we hope that the students will be able to:

- Develop basic skills to deal with people in business situations
- Increase their knowledge of key business concepts worldwide
- Write and read basic business reports, faxes, and memos
- Write and read messages, etc. and respond literally and appropriately
- Expand vocabulary related to general business situations
- Develop confidence to deal with people and basic issues in the business world
- Identify differences and similarities between doing business in globally

- use business skills including preparing and giving presentations, negotiating, telephoning, giving teleconferences, etc.

Course Structure

The content and structure will be supported by systemic work on core grammatical structures and vocabulary patterns. Actual content depends on the pre-course Needs Analysis and is subject to on-going change as the course evolves.

Below are the samples modules to be applied when teaching professional Business English.

- Introductions
 - Course outline and approach
 - Describing students' role and responsibilities in business
 - Typical & critical scenarios the students will use the target language in, key issues
- Meetings
 - Chairing, setting the agenda, controlling the conversation
 - Participating, turn-taking, listening and taking notes
 - Being diplomatic, agreeing and disagreeing
- Business Correspondence
 - Emails – register, style, standard phrasing
 - Reports and memos, business letters
 - Business-specific language phrases
- Making presentations
 - Introducing a topic effectively
 - Linking and sequencing ideas
 - Concluding
 - Responding to questions
- Negotiating
 - Key negotiating language, framing the argument
 - Negotiating with suppliers (internal/external clients)
 - Negotiating with customers

All above-mentioned modules will be addressed by day-to-day practice of the following language skills, which include reading, writing, speaking, listening

The course is designed for people of various English language levels from currently developing business world including professionals from marketing, management, accounting and finance, who aim to expand the develop their professional business English skills.