

Sample of Course Content for Business and Cross-Cultural Programmes

Beginner and Elementary levels (A1-A2)

The following module is a sample. Actual weekly programme depends on pre-course Needs Analysis and Assessment, and will be tailored according to company/students requirements and students assessed level.

Communicative goals

- Communicating with others in business-oriented situations using common phrases and simple language structures.
- Understanding simple spoken language in a variety of everyday and business-oriented situations.
- Working with a range of specific business-focused vocabulary related to the sector.
- Reading and writing business-oriented short emails and messages.
- Developing cross-cultural skills to effectively communicate with international clients or during business travels.

Grammar points

The content will be supported by consistent work on core grammatical structures (A1 and A2 levels of European Framework), vocabulary patterns and pronunciation.

Greetings & Introductions

- Greetings and common expressions to start communicating in the language (informal and formal contexts)
- Introducing yourself and others; giving and asking personal information
- Cross-cultural communication: meeting people the first time; customs and body language

Your Profession

- Describing your company and its branches
- Looking at the different departments of the company
- Describing your role in the company
- Welcoming visitors

Numbers & Figures

- Ordinal and cardinal, money
- Time – dates, timetables
- Key figures – turnover, margin, trends, forecasts

Appointments & Meetings

- Agreeing appointments and meetings
- Booking a meeting room
- Talking about weekly schedules
- Writing short texts and messages
- Cross-cultural communication: conference calls and business meetings; speaking time and turn-taking.

Business Lunch

- At the restaurant / at the bar: ordering food and drinks; paying
- Talking about likes and dislikes with clients and colleagues
- Small talk: the weather, food; free time and leisure
- Cross-cultural communication: food habits & taboos; table manners; tipping.

Business Travel

- Booking tickets
- At the airport / at the station: asking for travel information
- At the hotel: making a reservation; checking-in & checking-out; asking for information and help
- In the city: asking for and giving directions
- Describe a city and placing things
- Cross-cultural communication: being polite when asking information and help.

Phone Conversations

- Making and receiving a call
- Taking a message
- Asking for someone's number

Reading & Writing Emails and Short Messages

- Formal and informal forms of address
- Useful expressions: giving an opinion; making a suggestion
- How to start and finish an email
- Business conventions
- Sample emails: Pas; suppliers; managers etc.