

Sample of Course Content for Business and Cross-Cultural Programmes

Intermediate – Advanced levels (B1-B2)

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 with greater fluency, accuracy and confidence and using more complex language structures
- Understanding spoken language in a greater variety of everyday and business-oriented situations
- Working with a wider range of specific business-focused vocabulary related to the sector
- Negotiating; making presentations; expressing opinions
- Reading and writing business-oriented texts: longer emails and letters; reports; articles
- 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 (B1 and B2 levels of European Framework), vocabulary patterns and pronunciation.

Your Profession

- Describing the sector you work in and your company
- Company history
- Describing your role in the company
- Describing the operating system of a company

Social Language

- Communicating with colleagues in informal and formal situations
- Meeting clients
- Small talk, turn-taking
- Cross-cultural communication: meeting people the first time; body language; business conventions and cultures.

Articles, Reports and Current Topics

- Reading articles: skim reading and reading for specific information; identifying

- keywords and sector specific vocabulary
- Reading reports: skim reading and reading for specific information; identifying keywords and sector specific vocabulary
- Presenting an article: taking notes and summarising
- Discussing pros and cons; giving opinions and arguments

Process Management

- Describing processes; cause and effect
- Use of passive form
- Criticising, recommending
- Cross-cultural communication: leadership and management styles

Making Presentations

- Develop presentation skills and public speaking
- Introducing a topic effectively
- Linking and sequencing ideas: linking words and expressions
- Concluding
- Answering questions
- Cross-cultural communication: public speaking

Negotiating

- Key negotiating language
- Negotiating with suppliers
- Negotiating with customers
- Cross-cultural communication: negotiating and selling across cultures

Business Writing

- Style, register, business conventions
- Writing longer emails
- Writing reports

Recruitment

- Writing: a job advertisement; CV and cover letter; references
- Describing job roles, requirements and skills, ideal candidates
- Conducting interviews: question formation
- Cross-cultural communication: social behaviour and customs during job interviews