

Inglés avanzado para la gestión empresarial

Objetivo

Desarrollar la comunicación en inglés para desenvolverse en entornos empresariales y preparar una evaluación de comunicación corporativa.

Qué trabajarás

Organización de empresas, reuniones, viajes, bienestar, sostenibilidad, presentaciones, redes sociales, atención al cliente, marketing y preparación de exámenes.

52 Horas de teoría.

B1 Nivel MCER recomendado.

10 Unidades.

Programa del curso

Unit 1: My company

- 01** Organisational chart
Learners see examples of organisational charts and how they help to describe parts of a company and the responsibilities people have.
- 02** Talking about company departments
Learners see ways to talk about what a company does and the roles of the different departments.
- 03** Busy office requires secretary
Learners see vocabulary and expressions related to talking about jobs and duties.
- 04** Who does what?
Learners see ways of describing jobs, tasks, and places of work.
- 05** Explaining timetables and schedules
Learners see ways of explaining timetables and schedules.
- 06** Test exercises
Learners practise using the language and structures from this unit.

Unit 2: Meetings & negotiations

- 07 **Choosing the appropriate register in business communication**
Learners see formal and informal examples of business communication.
- 08 **Cultures around the world**
Learners look at ways of talking about customs and traditions
- 09 **Organising meetings**
Learners see ways of using future tenses to organise meetings.
- 10 **Effective meetings**
Learners see some typical vocabulary associated with meetings
- 11 **Negotiation skills**
Learners review some useful language for negotiating.
- 12 **Agreeing**
Learners review ways of agreeing.
- 13 **Disagreeing**
Learners review ways of expressing disagreement.
- 14 **Negotiating Contracts for Online Provision**
Learners see a typical negotiation situation.
- 15 **Test exercises**
Learners practise using the language and structures from this unit.

Unit 3: Business trips

- 16 **Airport, booking, tickets, food, directions**
Learners see language related to airports, booking, tickets, food and directions.
- 17 **Courtesy, making requests, interrupting, confirming**
Learners are shown vocabulary related to courtesy, making requests, interrupting and confirming.
- 18 **A trade fair - Watch out for your competitors**
Learners see typical language and conversations related to attending a trade fair.
- 19 **Cultural differences**
Learners are introduced to some of the most common cultural differences to be aware of.
- 20 **Test exercises**
Learners practise using the language and structures from this unit.

Unit 4: Bleisure

- 21 **Bleisure**
Learners listen to part of a podcast on the topic of 'bleisure'.
- 22 **Words connected with sport and health**
Learners see vocabulary related to sport and fitness in a range of contexts.
- 23 **Staying healthy at work**
Learners see examples of some different factors that can affect our health in the workplace.
- 24 **Work-related stress**
Learners practise with the vocabulary on the topic of stress and health.
- 25 **Test exercises**
Learners practise using the language and structures from this unit.

Unit 5: Environment

- 26 **Climate action**
Learners see ways of talking about climate change and the environment.
- 27 **Natural resources**
Learners see ways of talking about the benefits of clean energy
- 28 **Sustainable cities**
Learners see vocabulary related to urban sustainability.
- 29 **Test exercises**
Learners practise using the language and structures from this unit.

Unit 6: Presentations

- 30 **Types of presentations**
Learners are shown some of the different types of presentations.
- 31 **Elevator pitch - Typical situation**
Learners see examples of elevator pitches and the typical language they require.
- 32 **Starting the presentation**
Learners see language and strategies for sequencing and signposting in presentations.
- 33 **Outlining the presentation**
Learners see examples of how to outline a presentation.
- 34 **Referring to charts and graphs**
Learners see ways to refer to charts and graphs and talk about trends, using visual aids such as graphs and slides.
- 35 **Signposting & Structure**
Learners focus on the vital areas of using signposting language and sequencers in a presentation.

Unit 6: Presentations · cont.

- 36 **The main part of a presentation**
Learners are shown the main part of a presentation and the language presented in previous lessons.
- 37 **Virtual presentations**
Learners practise the key vocabulary and concepts on the topic of virtual presentations.
- 38 **Dealing with questions**
Learners see useful language for dealing with questions during the course of a presentation.
- 39 **Test exercises**

Unit 7: Social media

- 40 **Useful expressions & vocabulary - Digital channels**
Learners see the most common vocabulary on the topic of digital channels for commerce.
- 41 **Talking about social media and technology**
Learners see common vocabulary and expressions used to talk about social media.
- 42 **Social Media Marketing I**
Learners are introduced to the key vocabulary on the topics of social media, marketing and technology.
- 43 **Social Media Marketing II**
Learners complete extended practice on the topics of social media, marketing and technology.
- 44 **Social Media Marketing**
Learners practise the vocabulary from the unit with listening and reading exercises.
- 45 **Test exercises**
Learners practise using the language and structures from this unit.

Unit 8: Customer service

- 46 **Administration - Asking for information**
Learners see vocabulary related to buying and selling from catalogues.
- 47 **Making an order**
Learners see the language related to making an order.
- 48 **Management. Complaints**
Learners see vocabulary and phrases related to complaints and goods that could be faulty.
- 49 **Dealing with complaints**
Learners watch a video which introduces the language of dealing with complaints and then practice with some exercises.

Unit 8: Customer service · cont.

- 50 **Mobile phone company - Typical situation**
Learners see a typical scenario in a mobile phone company.
- 51 **Test exercises**
Learners practise using the language and structures from this unit.

Unit 9: Marketing & publicity

- 52 **The right media to promote your business**
Learners are shown the different media available to advertise a business and the pros and cons of each.
- 53 **SEO - Search Engine Optimisation**
Learners see the most common vocabulary and expressions used to talk about SEO and internet searches.
- 54 **SEM - Search Engine Marketing**
Learners see the most common vocabulary and expressions related to SEM.
- 55 **Email Marketing - Vocabulary**
Learners are introduced to the key vocabulary on the topics of email, marketing and technology.
- 56 **Test exercises**
Learners practise using the language and structures from this unit.

Unit 10: Exam preparation

- 57 **Exam practice - Listening**
Learners complete authentic exam-style listening tasks.
- 58 **Exam practice - Listening**
Learners find out about multitasking.
- 59 **Exam practice - Reading**
Learners complete some exam-style tasks to practise their reading skills.
- 60 **Exam practice - Keyword transformation & gapped texts**
Learners practise completing some typical sentence transformation tasks.
- 61 **Exam practice - Word formation**
Learners practise completing word formation exam tasks.
- 62 **Exam practice - Speaking task**
Learners practise using the language of speculation and description.
- 63 **Exam practice - Writing: informal e-mails**
Learners see an introduction to informal emails, including typical expressions and vocabulary.

Unit 10: Exam preparation · cont.

- 64 **Exam practice - Writing: Formal e-mails and letters**
Learners are introduced to the typical format of formal emails and letters.
- 65 **Test exercises**
Learners practise using the language and structures from this unit.

Final test

- 66 **Final test**
Learners practise using the language and structures seen during the course.