

English for Business Syllabus

This course is designed as a brief overview of the key elements of Business English. By the end of the course students should have:

- Gained familiarity in and practised appropriate language for meetings
- Analysed a business report
- Learnt and practised a variety of informal and formal language for emails
- Learnt a variety of presentation techniques and practiced giving presentations
- Gained familiarity in and practised appropriate language for negotiations
- Developed their business English vocabulary
- Developed a greater awareness of cross-cultural communication

Notes to the teacher

The syllabus below does not need to be followed slavishly, especially since there is more than enough work in each unit for each lesson. Choose judiciously from each unit, and keep the learning outcomes above in mind. If students are getting stuck on grammar points and direct them to the E-Learning Zone as there is not time to cover grammar in this course.

The syllabus below is based on *Communicating in Business English (2003)* by Bob Dignen. If you wish to choose other resources to use instead that is perfectly acceptable.

Simulations for the meetings and negotiations can be taken from *Business Roles*.

Additional resources for presenting are taken from *Presenting in English* by Mark Powell.

Monday	Tuesday	Wednesday	Thursday	Friday
Week 1 - Meetings				
<ul style="list-style-type: none"> • What makes a good meeting? • Meetings: key terms • Vocabulary building • Cross-cultural tips 	<ul style="list-style-type: none"> • Opening a meeting • Giving and responding to opinions • Controlling • Interruptions • Asking questions • 	<ul style="list-style-type: none"> • Making decisions • Closing a meeting • . Problem solving meetings • Meetings at a glance • Golden rules 	<ul style="list-style-type: none"> • First simulated meeting (videoed) <p>Feedback on meeting</p>	<ul style="list-style-type: none"> • Second simulated meeting (videoed) • Feedback on meeting
Week 2 – Writing for International Business				
<ul style="list-style-type: none"> • Successful writing • Organizing information • The business letter • Correspondence phrases • Model letters 	<ul style="list-style-type: none"> • Writing clearly • Email • Grammar and spelling check • Punctuation • Golden rules 	<ul style="list-style-type: none"> • The business report • Connecting words 	<ul style="list-style-type: none"> • Effective planning • Introduction to report topic • Plan of report (work together)* 	<ul style="list-style-type: none"> • Getting technical • Cautious language <p>Homework: complete report for Monday</p>

Week 3 - Presentations

- What makes a good presentation?
- 5. Engaging your audience Cross-cultural tips
- Starting
- Signalling

- Highlighting and emphasizing
- Closing a presentation
- Being persuasive
- Visual aids
- 7. Visual aids

- Tripling
- Using softening language
- Chunking and intonation
- Handling questions

- Prepare and practice presentations

- Give presentations (video)

Extension work:
Rhetorical questions

Week 4 – Negotiations

- What makes a successful negotiation?
- The negotiator and key terms
- Phrasal verbs and idioms for negotiating
- Opening- creating the right climate
- Agreeing on the agenda

- Opening statements
- Clarifying positions
- Making and responding to proposals
- Bargaining
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- Handling conflict
- Closing a negotiation
- Cross-cultural tips

- Golden rules
- Negotiation simulation 1 (videoed)

- Negotiation simulation 2 (videoed)