

# BUSINESS ENGLISH COURSE TRAINING OUTLINE

## Duration:

50 hours (2 hours x 24 weeks + 2 hours of Final Assessment)

## Benefits

Business English Course is highly practical, goal-orientated training to rapidly improve your Business English skills. Our course will provide you with

- ✓ More confidence to conduct business in English
- ✓ Enhanced comprehension skills, writing skill and clearer pronunciation
- ✓ Better conversation, phone and negotiation skills in English
- ✓ Confidence and skill to produce a more professional, reader-friendly written communication (a report, proposal or email)
- ✓ Ability to have professional presentation of most business document

## Program Content

- ✓ The role of non-verbal communication in speaking
- ✓ Improve the sound and style of your speech
- ✓ Analyzing the key features of the target accent.
- ✓ Presentation language you need to express your idea
- ✓ Techniques for the effective structuring of your speech
- ✓ Employing visual aids, body language and building rapport
- ✓ Key principles of good writing
- ✓ Techniques for creating impact in writing and emphasizing
- ✓ Writing reports
- ✓ Email etiquette: style and language for email writing
- ✓ How to adapt your reporting style according to the audience and purpose of the report
- ✓ Document types and approach in business writing
- ✓ Editing skill in writing: punctuation review, eliminate redundancy and grammatical accuracy
- ✓ Phone skill: how to speak clearly and confidently

## Outcome

- ✓ More control over your accent and speech to achieve clearer communication
- ✓ Greater awareness of your particular problematic sounds and how to modify your speech when necessary
- ✓ More confident and professional presentation skill
- ✓ Ability to write quickly with more coherent organization of ideas
- ✓ Improved presentation of business document
- ✓ More professional, reader-friendly written style
- ✓ Better structure and organized, clearly-written reports
- ✓ Greater understanding of best practice and etiquette for email correspondence
- ✓ More control and effective use of your voice on the phone

**Mode of training:** The client can choose one of the following options

- ✓ One to one training
- ✓ In-company group (2-10 staffs)

**Cost** \$2400 for 50 hours of one-to-one training  
\$4000 for 50 hours of training for any in-company group of 2-10 participants



# WEEKLY LESSON PLAN

**Note:**

- ✓ Each topic in the program content will be covered in 4 hours (2 weeks)
- ✓ Our Business English course is designed to meet the specific needs of our clients and can be adjusted to meet personal/organizational requirements, existing language levels and their learning objectives.
- ✓ Suitable tailored and published materials will be used throughout the course, with recommendation on self-study and a final language competency assessment will be made at the end of the course (2 hour test)

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| Week 1                | Introduction of Business Communication  |
| <b>SPEAKING SKILL</b> |   |
| Week 2                | Non-verbal communication in speaking  |
| Week 3                | Improve the sound and style of your speech  |
| Week 4                | Accent reduction: Analyzing the key features of the target accent                         |
| Week 5                | Sound and Voice: how they are produced in your local environment                          |
| Week 6                | Presentation language you need to express your idea                                       |
| Week 7                | Techniques for the effective structuring of your speech                                   |
| Week 8                | Employing visual aids, body language and building rapport                                 |
| Week 9                | Presentation Skill  |
| Week 10               | Phone skill: Use your voice clearly and confidently                                       |
| <b>WRITING SKILL</b>  |   |
| Week 11               | Key principles of good writing  |
| Week 12               | Techniques for creating impact in writing and emphasizing                                 |
| Week 13               | Writing reports   |
| Week 14               | Email etiquette: style and language for email writing                                     |
| Week 15               | How to adapt your reporting style according to the audience and purpose of the report     |
| Week 16               | Document types and approach in business writing   |
| Week 17               | Editing skill in writing: punctuation review, eliminate redundancy & grammatical accuracy |
| Week 18               | REVIEW  |
| Week 19 + 20          | <b>FINAL ASSESSMENT</b>   |

