Export Business English course outline

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| **International Trade** | **Topics taught** | **Learners do** | **Outcome of stage** |
| * Your international company profile
* General Business Terms and vocabulary
* Your export markets
 | * Company profile
* General business vocabulary & functional expressions
* Export markets
 | Create international company profile.Vocabulary activities | Ability to describe company and outline company’s main features in EnglishFamiliarisation with general business terminologyDefine the individual export market |
| * International trade terminology
* International Trade transactions
* International Business & risks
 | * Incoterms - International [commercial](http://www.businessdictionary.com/definition/commercial.html) [terms](http://www.businessdictionary.com/definition/term.html).
* Functional and business search language for branching out
* The language of solving problems
 | Activities to show understanding of IncotermsRole play new opportunities & problem solving | Familiarisation with international trade terminologyProblem solving language |
| Shipping documentsDelivery termsLetters of credit | * Lexical & grammatical structures for dealing with official documentation
 | Complete documents activities ( gap fill etc ) | Familiarity with the language of official trade documentation |
| **Written Communication** | **Topics taught** | **Learners do** | **Outcome of stage** |
| Emails | * Email language
* Formal v informal language for emails
 | Writing emails gap fillBad email to good email | Writing effective emailsResponding to emails  |
| Business lettersSales and Purchases | * Layout use of formal and informal language
 | Writing activities | Standard format for business letters |
| Business LettersComplaints & Apologies | * Layout use of formal language
* Use of legal terms
* Reasoning
 | Writing activities | Standard format for letters of complaint/apologies |
| **Face-to-Face Communication** | **Topics taught** | **Learners do** | **Outcome of stage** |
| Telephoning & leaving messages | * Telephoning phrases
* Modals for questions and suggestions
 | Role Play telephone activities | Asking to speak to someoneLeaving a message Taking a message |
| Small talk and socialising | * How to start a conversation
* Effective small talk topics
* The small talk ‘no-nos’
 | * Role play

Listening for cluesAsking and answering about personal information and interests Idiomatic language | General vocabulary for small talk topicsDo’s & don’ts of small talkHow to start and continue a conversation |
| Trade fairs & seminarsNegotiations | * Maintaining a list of contacts
* Introductions
* Exchanging business cards
 | * Role plays
* Business card activities
 | Introducing oneselfTrade fair interactionsExchanging cards effectively |
| Business trips &cross-cultural interaction &Business Etiquette | Checking in to hotelAirline travelAsking for directionsBasic cultural differencesBusiness behaviour  | Tasks on Safe topics Role plays Informal exchanges  | Familiarity with functional travel lexis and expressionsCross-cultural awareness |
| Presentations & body language | Presentation lexis Lexis :SWOT strengths, weaknesses, opportunities and threats | Role play work in pairs to create start and endings to presentations | Presenting your company and its productsPresenting information in order Starting and Concluding the presentationAnswering questions |
| Meetings | AgendaInterruptionsAgreement / Disagreement | Discussion QuestionsMeeting Role-play | Improve your performance and outcome during business meetings |
| Course conclusion | Review main features and weak points |  |  |