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 English  Familiarisation with general business terminology  Define 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 Incoterms  Role play new opportunities & problem solving | Familiarisation with international trade terminology  Problem solving language |
| Shipping documents  Delivery terms  Letters 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 fill  Bad email to good email | Writing effective emails  Responding to emails |
| Business letters  Sales and Purchases | * Layout use of formal and informal language | Writing activities | Standard format for business letters |
| Business Letters  Complaints & 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 someone  Leaving 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 clues  Asking and answering about personal information and interests Idiomatic language | General vocabulary for small talk topics  Do’s & don’ts of small talk  How to start and continue a conversation |
| Trade fairs & seminars  Negotiations | * Maintaining a list of contacts * Introductions * Exchanging business cards | * Role plays * Business card activities | Introducing oneself  Trade fair interactions  Exchanging cards effectively |
| Business trips &  cross-cultural interaction &  Business Etiquette | Checking in to hotel  Airline travel  Asking for directions  Basic cultural differences  Business behaviour | Tasks on Safe topics  Role plays Informal exchanges | Familiarity with functional travel lexis and expressions  Cross-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 products  Presenting information in order Starting and Concluding the presentation  Answering questions |
| Meetings | Agenda  Interruptions  Agreement / Disagreement | Discussion Questions  Meeting Role-play | Improve your performance and outcome during business meetings |
| Course conclusion | Review main features and weak points |  |  |