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MANAGING BUSINESS COMMUNICATION[©] BUSINESS ENGLISH - LEVEL 3

The Course

The course is designed for middle and top managers with strong English knowledge, but who want to develop their abilities in order to be able to handle any kind of conversation with a native English speaker.

The graduates on this course will develop a better understanding of spoken English and will be able to handle successfully situations arising in their working activities that occur in English.

Level 3 of the course encourages conversational fluency of people with advanced knowledge of English.

Lessons consist of presenting business case studies, and exercises which build debating skills using reference to these cases.

Developing points of view and practice role plays.

The case studies cover topics like: business partnerships, finances, quality management, and discrimination at the workplace.

The course also includes a review of all the important grammar issues, TOEFL and GMAT exercises to enhance the use of English as a spoken and written language.

Learning outcomes

- Efficient communication both at social and at professional level
- Increased ability to handle any type of situation at work
- Delivering speeches and presentations
- Increased self confidence in the capacity to understand and express the meaning of messages in specialised communication

Course details

1- 10 participants in a group.

Duration: 45 hours

Trainers: Alina Chirvase, Oana Macroiu, Ramona Ababei, Cristina Catu

AGENDA

PEOPLE AND COMPANY

- case study: Alba Iulia Department Store

2. THE BUSINESS PARTNERS

- case study : Unique SRL

3. ADVERTISEMENT

- case study: Banat Glass

4. PUBLIC RELATIONS

- case study: La Fourmi

5. FINANCE

- case study: Life Insurance SRL

6. QUALITY MANAGEMENT

- case study: Transilvania Telecommunications

7. THE YOUNG ENTREPRENEURS

- case study: Desktop Publishing

8. TIME MANAGEMENT

- case study: Bucharest Paints

9. DISCRIMINATION IN THE WORKPLACE

- case study: the MBA graduate

10. CULTURAL DIFFERENCES

- case study: Elaine

11. LOCAL BUSINESS STRATEGIES

- case study: Romdetergents SRL

12. WHERE TO NOW?

- case study: How is Henry Winner to manage?