

Business English

Business English

Program

This program represents a 90 hour course overall. However it is possible to choose any one, two or all modules.

The modules will be taught as follows:

Module 1 – Summer School

Module 2 – Semester I

Module 3 – Semester II

Profª Drª Linda Fernandes

Module 1 (30 hours)

TOPIC	OUTCOMES
Introduction Employment	Complete a needs analysis form Business, communication and management Jobs and employment conditions Understanding job advertisements Career Recruitment and interviews Business correspondence Grammar and vocabulary
Company start-up and growth	Business plans Company structure Takeovers and mergers Meetings Notices and action minutes Grammar and vocabulary
Innovation and the market	Marketing and sales Competition Logistics Business correspondence, emails, messaging Grammar and vocabulary
Finance and banking	Personal banking Company accounts Currency markets Economic reports Foreign trade Case study Vocabulary
Business in the 21st century Test	New technology E-commerce Comprehending business news Making presentations Vocabulary and grammar

Module 2 (30 hours)

TOPIC	OUTCOMES
Introduction	Complete a needs analysis form
Marketing	Marketing basics Research Branding People- customers and staff Publicity and promotion Advertising, Public relations Strategy New technology Grammar and vocabulary
Finance	Basic terms Accounting Banking Corporate finance Money supply and control Economic Issues The work of a fund manager Ethics Vocabulary
Language work	Numbers Organizing a report Describing charts and graphs Market Idioms Translation of short technical texts Grammar and vocabulary
Skills	Negotiating Managing telephone calls Note taking Workplace skills Making presentations
Test	

Module 3 (30 hours)

TOPIC	OUTCOMES
Introduction	Complete a needs analysis form
Management	Management Styles Managing Talent The Management of change Knowledge management Routes to top management Leading a team Grammar and vocabulary
Quality	What is quality? Quality standards Quality and people Measuring performances Grammar and vocabulary
Economics and trade	Financing international trade Exchange rates Insurance, Taxation Managing assets The Business cycle Vocabulary
Management issues	New technology The IT revolution Communication Information Media Business and environment Making Presentations
Test	