

AE112B Business English –28 Hours



WEEK 1	Monday	Tuesday	Wednesday	Thursday	Friday
Lesson 1 09.00-11.00	Placement Test + Orientation Icebreakers	Marketing & Selling Products & Services Outline of differences between marketing/selling Review of present tenses in context	Finance & Banking Payment methods Short/medium/long- term credit Demanding payment; reminders The stock market Review of future tenses	Globalisation International marketing & Advertising Case study; mistakes made in advertising Review of past tenses	Corporate Culture How to adapt when doing business with international partners Business Ethics Plus Test
Coffee Break					
Lesson 2 11.20-13.20	The Language of Presentations Vocabulary and practice	The Language of Negotiations Role play vocabulary	E-mail English How to compile a formal email; Keeping it short but polite	The Language of Meetings Compiling agendas Taking minutes	Overview + presentation by students using language learned on the course
Lunch					
Lesson 3 14.20 – 16.20 Monday to Thursday	A discussion on FDI How to encourage this What does your country have to offer? Undertaking a SWOT analysis of your own company and extending this to a SWOT of your own country	TOEIC practice Focus on reading skills and use of English	Leadership and management A closer look at four leadership styles The pros and cons of each The manager in the role of coach	TOEIC practice Focus on listening skills	

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WEEK 2	Monday	Tuesday	Wednesday	Thursday	Friday
Lesson 1 09.00-11.00	Human Resources + Recruitment Review of phrasal verbs used in this context	Environmental concerns Potential area for growth in future Review of the passive form	Internal & external communications Review formal/informal language	Corporate strategy International business styles Cross-cultural consulting Review of the imperative	Franchising The pros and cons Case study; Subway Plus Test
	Coffee Break				
Lesson 2 11.20-13.20	Company performance Describing trends Making forecasts Vocabulary for outsourcing, restructuring Fractions/percentages	Corporate alliances, mergers, acquisitions, takeovers Case study; Renault/Volvo Phrasal verbs Modals of obligation	Telephone language Making and changing appointments Taking messages Writing memos	CRM E-mail English 2 Formal and informal correspondence	Retaining, import, export Compound nouns, make and do Consumer surveys Branding; brand equity
	Lunch				
Lesson 3 14.20 – 16.20 Monday to Thursday	Creating and maintaining competitive advantage	TOEIC practice Focus on reading skills and use of English	Business and the internet Consumer rights in Ireland	TOEIC practice Focus on listening skills	