

Business English with Spoken English Course Synopsis

Section 1

Module 1: English Grammar (I)

Introduction – welcome to Business Training. An introduction to English grammar – the importance of word order – the structure of the simple sentence – how to start building sentences – exercises 1 and 2 – the eight parts of speech – the different types of noun – plural nouns – exercise 3 – gender – initial capital letters – articles, how to use them – exercises 4 and 5 – pronouns – personal pronouns – possessive pronouns – relative pronouns – ambiguous pronouns – other pronouns – exercises 6 to 8 – verbs and how they are used – exercise 9 – the idea of person – how to form and use verb tenses – present tense – present continuous tense (and important exceptions) – exercise 10.

Module 2: Comprehension

Making sure you understand what you read – for finding information – for making notes and summaries – for enjoyment – for examinations – exercises 11 to 15.

Module 3: An Introduction to Business

What is business? – the importance of profits – how profits are distributed, illustrated by a case history – the importance of price – cost plus method – the effects of competition – monopoly – government influences – durability of goods – distribution costs – supply and demand – channels of distribution – direct distribution – the retailer – the wholesaler – exercise 16 – summary – Section 1 examination paper.

Section 2

Module 4: English Grammar (II)

Introduction – past tense – past continuous tense – future tense – perfect tense – present perfect tense – past perfect tense – future perfect tense – exercises 1 to 3 – active and passive forms of a verb – exercises 4 and 5 – auxiliary verbs – the infinitive – participles – regular and irregular verbs – exercise 6 – conjunctions – building longer sentences – exercises 7 and 8 – clauses and complex sentences – main clauses – subordinate clauses – exercises 9 and 10 – paragraphs – how to form the negative – the negative for all verb tenses – exercise 11 – how to ask questions – exercises 12 and 13 – adjectives – comparison of adjectives – adjectives to avoid – possessive adjectives – adverbs – comparative adverbs – exercises 14 to 17 – prepositions – common errors to avoid – exercises 18 to 20.

Module 5: Business Organisation

Types of business organisation – the sole trader – partnerships – companies – the principle of limited liability – the organisation chart – exercise 21 – the Board of Directors – the Managing Director – Finance Department – accounts – budgeting – wages – costings – Production Department – manufacturing – service and maintenance – production management – Marketing Department – market research – advertising – public relations – distribution – sales – Administration departments – planning – office management – personnel – service departments – buying – work study – organisation and methods – research and development – transport – information technology – exercise 22 – summary – Section 2 examination paper.

Section 3

Module 6: Letter Writing

Introduction – the purpose of business letters – letter layout – letterhead and logo – reference(s) – date – recipient's address – salutation – subject heading – body of letter – complimentary close – subscription – enclosures – PS – compliments slip – using figures – business letters on plain paper – exercise 1 – contents of a business letter – the opening paragraph – the ending – the body of the letter – exercise 2 – longer letters – exercise 3 – how to write letters – plan your letters – purpose – tone – attitudes in letter writing – politeness – helpfulness – sincerity – praise – apologies – references to religion – humour – checking your written work – exercise 4.

Module 7: Essential Services for Companies

Accountants – how to choose your accountant – lawyers – how to choose your lawyer – bank managers – how to choose your bank – bank accounts and loans – central banks – exercise 5 – other sources of help – insurance brokers – import/export agents – business consultants – chambers of commerce – foreign embassies – the British Council – exercise 6.

Module 8: Spelling

20 rules to help you spell better – exercises 7 to 10 – plurals – exercise 11 – homophones – exercise 12 – malapropisms – words that are often misspelt – summary – Section 3 examination paper.

Section 4

Module 9: Developing your Writing Style

Introduction – write grammatically – write direct to your reader – give plenty of details – keep it simple – use familiar words – cut out padding – avoid repetition – avoid slang – avoid weak adjectives – avoid clichés – avoid swear words – idioms – jargon – ambiguity – exercises 1 and 2.

Module 10: Other ways of Communicating

Memoranda – exercise 3 – circulation slips – telegrams – fax – email – using the telephone – some dos and don'ts – other useful advice – exercise 4 – making international phone calls – answering international phone calls – dealing with complaints – exercise 5.

Module 11: Principles of Business Management

The manager's job – running a small business – personal qualities – personal motivation – understanding people – enthusiasm – concentration – initiative – perseverance – self-discipline – making yourself more efficient – organise your time – list your jobs – keep a diary – delegation – exercise 6.

Module 12: Punctuation

Why punctuation is necessary – the full stop – the comma – exercise 7 – the colon – the semi-colon – the hyphen – exercise 8 – inverted commas – brackets – the dash – capital letters – exercise 9 – the apostrophe – the question mark – the exclamation mark – exercises 10 and 11 – abbreviations – summary – Section 4 examination paper.

Section 5

Module 13: Correct Expression and Word Formation

Introduction – synonyms – antonyms – exercises 1 and 2 – homonyms – homophones – exercises 3 and 4 – word formation – building words – more about prefixes – more about suffixes – forming nouns from verbs – forming adjectives from other words – forming the negative by adding a prefix – exercises 5 to 8 – forming words by combining – alternative English – exercise 9.

Module 14: Specialist Business Letters

Here we provide examples of letters you might use in various situations – enquiry letters – response to an enquiry – sending a quotation – placing an order – acknowledgement letters – rejecting unwanted applicants – inviting an applicant to interview – rejecting applicants after interview – offering a job – arranging appointments – sending an invitation – accepting an invitation – rejecting an invitation – making a complaint – dealing with the complaint – chasing late delivery – an apology – account reminders – letter of reference – reservations – thanks for hospitality – letter of condolence – sales letters.

Module 15: Principles of Business Management Cont.

Allocating jobs – communicating instructions – leading and motivating people – exercise 10 – hiring staff – training and education – dismissing staff – exercise 11 – managing a small business – sales principles – finding and approaching customers – financial control – book-keeping – budgeting – cash flow – credit – exercise 12 – summary – Section 5 examination paper.

Section 6

Module 16: Summarising Information

The main skills required to make a good summary: understanding, choosing relevant facts and re-writing – length of summary – examples of how to prepare a summary – exercises 1 to 3.

Module 17: Efficiency in the Office

Office equipment – what a computer can do for your business – word processing – desktop publishing – spreadsheets – databases – accounts and book-keeping systems – which computer should you buy – printers – photocopiers – communications equipment – fax machines – email – dictating machines – folding machines – addressing machines – mail franking machines – electronic scales – exercise 4 – how to dictate – how to use a dictating machine – using your secretary to save time – exercise 5.

Module 18: Report Writing

Different types of report – routine reports – special reports – technical reports – verbal reports – questions to ask when writing a report – form and layout of reports – title page – circulation lists – summary – table of contents – introduction – body of report and findings – conclusions – recommendations – appendices – bibliography and recommended reading – glossary – index – case study of constructing the report – planning the outline – gathering the information – arranging the information – selecting the material – interpreting the information – writing the report – presenting the report – exercises 6 and 7 – summary – Section 6 examination paper.

Section 7

Module 19: Making Notes

Skills required for note-making: listening, watching or reading; thinking; deciding what is relevant – cutting out unnecessary material – abbreviations.

Module 20: Preparing Agendas and the Minutes of Meetings

Types of meeting – formal meetings – committee meetings – administration meetings – the aim of a meeting – the agenda – special vocabulary used for meetings – the conduct of a meeting – writing minutes – taking notes – drafting the minutes – style – exercises 1 and 2.

Module 21: How to get a better Job

Sources of jobs – replying to advertisements – preparing your CV – writing a covering letter – sending for an application form – attending the interview – what to do when you get the job offer – exercise 3.

Module 22: Coping with Stress

The causes of stress – working out what causes stress for you – learning to deal with stress – exercise 4 – summary – Section 7 examination paper.