



INGLES DE NEGOCIOS NIVEL 1

THIS PLAN REFLECTS THE FOUNDATION FOR IMMEDIATE ENGLISH IMPROVEMENT. THE FOCUS IS TO BUILD SUSTAINABILITY IN AREAS SUCH AS PARTS OF SPEECH, VOCABULARY AND LISTENING WITH HIGH EMPHASIS ON ENGLISH SPEAKING FOR ALL SITUATIONS. EVERY MONTH, A NEW BUSINESS THEME IS INTRODUCED WITH SPECIFIC DYNAMICS AND METHODOLOGY APPLIED WHICH FORTIFY LEARNT PROCESSES. STUDENTS ARE GARAUNTEED PROGRESS! WELCOME TO THIS COURSE.

ESTE CURSO CUENTA
CON STPS REGISTRO Y
AUTORIZACION

PILLARS OF ENGLISH



ACTIVITIES INCLUDE PARTS OF SPEECH, GRAMMAR REVIEW, VOCABULARY-ROOT-PREFIX-SUFFIXES (IDENTIFYING WORD PARTS, SYLLABLES IN SOUNDS & PRONUNCIATION), LISTENING BUILDING (KEY WORDS, GENERATING IDEAS, PRONUNCIATION (LEXICAL TECHNIC) & FLUENCY IN READING. ALL OF WHICH, SET A STRONG STANDARD FOR IMMEDIATE ENGLISH IMPROVEMENT. ALL WILL ADVANCE IN SPEAKING FOR TODAY'S BUSINESS COMMUNICATION SITUATIONS NOT LIMITED TO...

THE ART OF COMMUNICATION

SPEAKING-DISCUSSION	WHAT MAKES A GOOD COMMUNICATOR? PROS AND CONS
LISTENING / READING	INTERVIEW WITH EXPERT COMMUNICATOR CONTINUED LISTENING AND READING ACTIVITIES
LANGUAGE WORK	GOOD COMMUNICATORS, IDIOMS AND EXPRESSIONS, VERB TENSE CHANGES
SKILLS	DEALING WITH COMMUNICATION BREAKDOWNS, BODY LANGUAGE
CASE STUDY	PRICE OF SUCCESS, MAKING IMPROVEMENTS IN COMMUNICATION

NOTE: IDIOMS AND PHRASES, BUSINESS VERBS AND NOUNS (GRAMMAR CHANGES) CONTINUOUS VOCABULARY EXPANSION, LISTENING AND WORD-CUTTING FOR READING & SPEAKING FLUENCY. MASTER OF QUESTIONS AND RESPONSES NOT LIMITED TO. REPEATED MONTHLY.

INTERNATIONAL MARKETING AND BRANDS

SPEAKING-DISCUSSION	TALKING ABOUT MARKETING STRATEGIES AND BRANDS
LISTENING / READING	LISTENING-INTERVIEW-INTERNATIONAL MARKETING AND TRAINING ORGANIZATIONS
LANGUAGE WORK	NOUN COMPOUNDS AND NOUN PHRASES, CHANGING WORD PARTS, PRESENT TENSES
SKILLS	BRAINSTORMING, VOCABULARY BUILD UP, EXPANDING KNOWLEDGE AND AWARENESS OF GLOBAL BUSINESS
CASE STUDY	DEVISE AN ORAL PRESENTATION FOR A NEW BRAND. (STRATEGIES AND AUDIENCE CONNECT)

BUILDING RELATIONSHIPS



SPEAKING-DISCUSSION	BUILDING RELATIONSHIPS
LISTENING / READING	GLOBAL CORPORATE RESPONSIBILITY, READING BUSINESS WEEK
LANGUAGE WORK	DESCRIBING RELATIONS, MULTI WORD VERBS AND PHRASES, PAST TENSES
SKILLS	NETWORKING, HOW TO? IMPROVEMENT? SALESMAN APPROACH
CASE STUDY	A PLAN FOR IMPROVING CUSTOMER SATISFACTION AND LOYALTY

SUCCESS TODAY



SPEAKING-DISCUSSION	WHAT MAKES PEOPLE/COMPANIES SUCCESSFUL
LISTENING / READING	INTERVIEW-TECHNOLOGY DEVELOPMENT COMPANY, READING-PROFILE OF SUCCESS
LANGUAGE WORK	PRESENT AND PAST TENSES, VERB PHRASES
SKILLS	NEGOTIATING PRACTICES, SPEAKING, WORD BUILDING
CASE STUDY	NEGOTIATE A DEAL (SPONSORSHIP) FOR A FOOTBALL CLUB OR COMPANY SUPPLIER ETC.

JOB SATISFACTION

SPEAKING-DISCUSSION	MOTIVATIONAL FACTORS, TYPES OF PUBLIC PRESENTERS / SPEAKERS
LISTENING / READING	LISTENING-HR DIRECTOR-MOTIVATIONAL SPEAKERS, READING-PASSIVES IN READING
LANGUAGE WORK	SYNONYMS, ANTONYMS, PASSIVES, WORD BUILDING, ADJECTIVES
SKILLS	COLD CALLING, TELEMARETERS, ASKING AND ANSWERING
CASE STUDY	DECIDE HOW TO DEAL WITH IN-HOUSE PERSONAL RELATIONSHIPS

RISK AND REWARD

SPEAKING-DISCUSSION	DIFFERENT ASPECTS OF RISK
LISTENING / READING	LISTENING-RISK MANAGEMENT, READING RISK OR OPPORTUNITY
LANGUAGE WORK	DESCRIBING RISK, ADVERBS (OF DEGREE)
SKILLS	REACHING AGREEMENT, AGREE OR DISAGREEING, SO DO I, NEITHER DO I
CASE STUDY	EVALUATE THE RISK OF A NEW VENTURE

MANAGEMENT STYLES AND TEAM BUILDING




SPEAKING-DISCUSSION	DIFFERENT ASPECTS OF MANAGEMENT STYLES AND WORKING IN TEAMS
LISTENING / READING	LISTENING-MANAGEMENT-TEAM BUILDING
LANGUAGE WORK	MANAGEMENT QUALITIES, PREFIXES AND SUFFIXES,
SKILLS	PRESENTATIONS AND RESOLVING CONFLICT
CASE STUDY	CHOOSING A PROJECT MANAGER FOR A TEAM, MOTIVATING THE TEAM



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