

ENGLISH for International Business Communication FULL IMMERSION

Intensive Course (20 hours)
Fees £650/week

OBJECTIVES

If you require English language training that is truly focussed on the particular needs of business, then you have come to the right place. All our business courses are intensive, dynamic, practical and skills-based.

Our trainers are very experienced, and they recognise that not all businesses are the same. So our courses are focused on International Business to reflect the needs of participants.

Whatever your language or experience level, our objective is always the same: to give you the skills and confidence to use what you have learned immediately and effectively.

1. International Business Communication: This course is ideal for experienced business executives and managers who wish to improve their business language and professional skills in a business context in the shortest possible time.

Details:

- Course level: Levels 2 - 6 to be checked the first course day at the school
- Minimum age 30 Average age 40
- Course length: 1-6 weeks

Start any Monday

- Hours per week: 40 hours

09.30 - 13.30 Tue - Wed

09.30 - 16.30 Thur - Fri (1 hour for lunch)

LOCATION

DIREXTRA English School
Swan Street, Manchester City Center- M4 5JW
Tel. +44 0161 8808701
e-mail: master@dirextra.com

COURSE CONTENT

Course participants can expect the following areas to be covered in the course:

- Presentation of one's own work, organisation and products/services
- Simulated negotiations and business meetings
- Aspects of a company's business – e.g. marketing, finance, production and distribution
- Handling personnel matters – e.g. industrial relations, communication at work
- Case studies and discussions
- Analysis of a company's strengths and weaknesses, general and financial
- Communication in an international context including intercultural understanding
- Presenting figures and graphs and describing economic and social trends
- Comparing company culture and national economies

Application forms to be sent to master@dirextra.co.uk

For more information our staff are available from 9.00 to 18.00 on the following number:

+44 0161 8808701 or via e-mail: master@dirextra.co.uk

We aim to give participants greater confidence in taking part in and chairing business meetings and negotiations. Therefore we cover appropriate communication strategies such as:

- agreeing and disagreeing
- interrupting
- clarifying and confirming
- asking for comments
- summarising
- asking appropriate questions
- challenging/defending an opinion
- persuading and compromising
- making proposals, offers, suggestions
- opening/closing meetings

Professional hospitality, entertaining visitors and handling social situations are important for many business people, as is confidence when using the telephone.

Areas covered would therefore include:

- meeting and greeting
- receiving visitors
- socialising
- using the telephone effectively
- practice in communicating more complex ideas and discussing problems

COURSE CONTENT SUMMARY

On this course, you can expect to improve your language and business skills in the following areas:

- Meetings – communication strategies
- Management – theory and practice
- Negotiations – persuasion, selling techniques, style
- Presentations – both internal and external
- Leadership and other management skills

This highly intensive course is hands-on and task based, with frequent role-plays and simulations designed to develop essential language skills. Some activities involve DVD recordings for analysis with regular feedback to help you focus on specific areas of need. The course content is relevant and up-to-date. Everything you do will be practical, realistic and useful; the very small groups ensure attention to individual needs. This course is ideal for experienced executives, managers and professionals who wish to improve their language in a commercial context in the shortest possible time. Typically, participants have been working for some time and are already well-established in their chosen careers.

PAYMENT

£ 650/week

TRANSFER TO BE MADE TO

DIREXTRA LTD

IBAN: GB57BARC20294110913014

SWIFT: BARCGB22 SORT CODE 20-29-41 ACCOUNT NUMBER: 80465739

Please send your transfer receipt to master@dirextra.co.uk

It is possible to pay via credit card or paypal via the website www.dirextra.com

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