

*Eurospeak's **English for Specific Purposes: Commerce and Business Management** course is suitable for students interested in a career in Management. Eurospeak's **ESP Commerce and Business Management** gives students the language, information, and skills they will need for a career in Management*

A highly communicative course, Eurospeak's **ESP Commerce and Business Management** provides students with functional language to use in a variety of work scenarios. It exposes students to a variety of situations and accents and activities include dialogues, presentations, and interviews. It includes engaging activities to develop key interpersonal skills for business, such as teamwork, self-motivation, leadership, and organisation. Listening, reading, speaking, and writing activities throughout the course give realistic and communicative practice of the language skills needed in a commerce and business environment. Students then develop these skills through project work, which encourages them to take an active role in the learning process.

The course is available in two levels: A2/B1 and B2+.

Eurospeak's **ESP Commerce and Business Management** comprises 120 hours of training (4 weeks) and allows students to:

- ✓ Improve their general English
- ✓ Learn the professional language they need to communicate effectively in professional contexts.

On successful completion of the course, you will be awarded the Eurospeak **ESP Commerce and Business Management** certificate.

Course Components

Language Development (60 hours – morning sessions)

Learners study the English language in a variety contexts and learn to use English with greater fluency, accuracy and confidence.

Module Objectives

- ✓ Improve the trainees' knowledge and understanding of the English Language.
- ✓ Develop their own reading, writing, speaking and listening skills.
- ✓ Develop their ability to use English in a variety of contexts.
- ✓ Allow them to become more fluent and confident in their use of English.

Module Content

Depending on the trainees' level of English. A2 to C1 options available.

Proficiency Objectives:

- ✓ A2 - Learners are able to deal with everyday situations with predictable content, produce brief everyday expressions about personal details, daily routines, wants and needs, requests for information and use simple sentence patterns to talk about themselves and other people, what they do, places, possessions etc.
 - ✓ B1 – Learners are able to enter unprepared into conversation on familiar topics, express personal opinions and exchange information on topics that are familiar, of personal interest or pertinent to everyday life.
 - ✓ B2 – Learners are able to participate in standard interaction likely to be encountered in social, professional or academic life, identifying speakers' viewpoints and attitudes as well as the information content.
 - ✓ C1 – Trainees are able to participate in a range of discussions and interactions on complex points identifying subsidiary points, reasons and relevant examples and finer points of detail including implicit attitudes and relationships between speakers.
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English for Specific Purposes (60 hours – afternoon sessions)

Learners study the language and strategies they need to communicate effectively in professional contexts.

Module Objectives

- ✓ Develops the vocabulary, language, and skills that students need to understand the industry.
- ✓ Apply this knowledge to practical situations such as taking part in meetings, giving presentations, and socializing with colleagues.

Module Content – Level 1 (A2/B1)	Module Content – Level 2 (B2+)
<p>1 The business environment</p> <ul style="list-style-type: none"> ○ Getting on in business, researching a well-known company. <p>2 The company</p> <ul style="list-style-type: none"> ○ How to manage your time, researching a company's structure <p>3 Travel</p> <ul style="list-style-type: none"> ○ Travelling tips, researching an airline <p>4 Sport</p> <ul style="list-style-type: none"> ○ How to concentrate, researching sports sponsorship <p>5 Sales</p> <ul style="list-style-type: none"> ○ Find your own USPs, researching Ebay <p>6 Cultural awareness</p> <ul style="list-style-type: none"> ○ How to make a good impression, researching advice on how to behave in a particular country <p>7 Trade fairs</p> <ul style="list-style-type: none"> ○ Attending a careers fair, researching an entrepreneur <p>8 Advertising</p> <ul style="list-style-type: none"> ○ Improve your creativity, creating an advert promoting careers in sport <p>9 Fashion and style</p> <ul style="list-style-type: none"> ○ How to dress for the international business world, presenting your company <p>10 Technology</p> <ul style="list-style-type: none"> ○ Staying up to date, email tips <p>11 Job satisfaction</p> <ul style="list-style-type: none"> ○ Researching good employers, talking about working conditions <p>12 Market research</p> <ul style="list-style-type: none"> ○ Be a good listener, interviews in the street <p>13 Bright ideas</p> <ul style="list-style-type: none"> ○ Become more inventive <p>14 Dealing with people</p> <ul style="list-style-type: none"> ○ Dealing with your anger, do an online test about Emotional Intelligence <p>15 Getting a job</p> <ul style="list-style-type: none"> ○ Key interview questions, finding a suitable job online 	<p>1 New jobs</p> <ul style="list-style-type: none"> ○ How to avoid time-wasting, writing a report on a magazine <p>2 Buying and selling</p> <ul style="list-style-type: none"> ○ How to get energized at work, writing a report about purchases <p>3 Marketing</p> <ul style="list-style-type: none"> ○ Mobile phone etiquette <p>4 Leadership</p> <ul style="list-style-type: none"> ○ Are you a born leader? <p>5 Changing the world</p> <ul style="list-style-type: none"> ○ How to search on the Internet, reviewing and comparing two websites <p>6 Working abroad</p> <ul style="list-style-type: none"> ○ How to improve your English, talking about cultural issues <p>7 Ethical trading</p> <ul style="list-style-type: none"> ○ Green office tips, the ethics of a large multinational company <p>8 Diversity</p> <ul style="list-style-type: none"> ○ Meeting and working with disabled people, discrimination in the workplace <p>9 Brands and values</p> <ul style="list-style-type: none"> ○ Preparing a personal statement, inventing, naming, and presenting a new product <p>10 Office life</p> <ul style="list-style-type: none"> ○ Planning an ideal office space <p>11 Workplace skills</p> <ul style="list-style-type: none"> ○ How to work in a team, soft skills <p>12 Presentations</p> <ul style="list-style-type: none"> ○ Effective meetings, presenting and answering questions about a business idea <p>13 Big business</p> <ul style="list-style-type: none"> ○ Task management, SWOT analysis <p>14 Entrepreneurs</p> <ul style="list-style-type: none"> ○ Are you a born entrepreneur? <p>15 Job hunting</p> <ul style="list-style-type: none"> ○ Handling a challenging interview, advising an entrepreneur on a new product