

## PROGRAMME DESCRIPTION

### Title: Business English Teachers

- Enhance your expertise and use of Business English.
- Develop your understanding of current business praxis in Ireland & Europe.

**Duration:** 56 hours

**Preparation:** Course participants should be teaching or planning to teach Business English in vocational or secondary schools. **This course is also suitable for school administration staff.** Course participants are requested to bring their own laptops to use during the course.  
English Entry level: Minimum B1 (CEFR)

**Objectives:** To enhance the course participants' Business English knowledge & fluency and to raise awareness of current business practices in Ireland & Europe.

**Methodology:** The communicative approach to language teaching and learning is used in all sessions. Workshops, guest speakers & visits are also used in the course.

### Week 1

#### Monday:

- Icebreakers
- Course Outline & Guidelines
- Cork Discovery

#### Tuesday:

- Cork Discovery Report
- Business Culture
- Cross-cultural relations in business

#### Wednesday:

- Writing CVs
- Application emails
- Preparing for an interview
- The Irish Education System

#### Thursday:

- Language of Sales & Marketing
- Language of Meetings

#### Friday:

- Exponents of requesting, offering & bargaining
- Irish Famine & Emigration + trip to Cobh

### Week 2

#### Monday:

- Business emails & other written correspondence
- Language of Advertising

#### Tuesday:

- Language of negotiation
- Phrasal verbs in Business English 1

#### Wednesday:

- Company Visit

#### Thursday:

- Telephone English
- Phrasal verbs in Business English 2

#### Friday:

- Grammar & Language Surgery
- Course Evaluation

FULL DAY TRIP AT  
THE WEEKEND

### Course Dates & Fees 2017

**Tuition fees: €675**

**Dates:**

**July 24<sup>th</sup> to August 4<sup>th</sup> 2016**

**October 23<sup>rd</sup> to November 3<sup>rd</sup> 2017**

### Accommodation options:

- Irish Host Family €525 – 13 nights
- Self catering apartment €340 – 14 nights

