

IDIOMAS - INGLÉS DE NEGOCIOS

Duración: 10 horas

Metodología: Online

Financiación: Bonificable

MODULE ONLY BUSINESS - LEVEL C1 - COURSE 3

Descripción

Este curso Module Only Business está orientado a reforzar competencias clave del ámbito empresarial, abordando contenidos prácticos centrados en la gestión, la toma de decisiones y el desarrollo profesional, con un enfoque aplicado a la realidad del entorno de negocio actual.

Objetivos

- » En este bloque final, el alumno revisará el trabajo realizado hasta la fecha a través de los campos léxicos de descripción de personas y lugares, supersticiones, horóscopos, turismo y descripción de pinturas y arte, y llegará a un C1. Comenzando con frases condicionales, cláusulas de tiempo y una revisión de la voz pasiva, el alumno encontrará ejercicios para practicar el estilo indirecto, cláusulas preposicionales, sinónimos y antónimos, así como cláusulas relativas. A estas alturas, el alumno podrá conversar sobre una amplia gama de áreas temáticas, desde descripciones detalladas hasta conceptos abstractos. En cuanto a la pronunciación, el alumno seguirá modelando a los hablantes nativos a una velocidad natural y será consciente de las contracciones, la entonación, la elisión, los homófonos, los homógrafos y los diptongos.

Programa

Just a pinch of salt

- » Talking about food and describing typical dishes and ingredients. Recommending food.
- » Explaining how something is prepared and cooked.
- » Describing taste: bland, spicy
- » Social English.

AGM

- » Reasons for holding an AGM and the typical procedure for organizing an AGM.
- » Common business abbreviations and acronyms.
- » Controlled speaking practice: reading from given information about a typical AGM.

Is it a bull or a bear?

- » Talking about the stock exchange and high finance.
- » Vocabulary: shares, trading, to rally, crash, collapse, brokers, dealers, traders, bull/bear market, blue chip company, roller coaster, to play cat-and-mouse, risky.

Is it ethical?

- » Explaining the different aspects of ethical business.
- » Discussing the relationship between business and ethical practice.
- » Vocabulary: fair trade, pollution, corporate responsibility and tax havens, equal opportunities, bribery, blackmail, corruption, embezzlement, whistle-blowing, 'If you can't beat them, join them'.

Signposting

- » How to guide an audience through a presentation.
- » Speaking practice: referring to charts and graphs, ordering and structuring a short talk from given information.

Quiz

- » A final revision of the classes.
- » Quick-fire questions to practice and revise the structures and vocabulary covered in the last part of the course.

The right media to promote your business

1. In this lesson students will learn about the different mediums available to advertise a business and the pros and cons of each.
2. In addition the student will learn vocabulary related to marketing that includes the area of internet advertising and presents and practices the language of market campaigning in context to describe the effect of new technology on different medias such as television, radio or the internet.
3. You've got mail:
 - In this section the student will answer the spoken questions the tutor has prepared and plan and write an email following the tutor's written instructions.
 - The tutor will give feedback on this work.