

## Contenido de las lecciones de Business English

- **BE01-04 On the Telephone**
  - Answering the phone
  - Making a phone call
  - Living excuses
  - Taking messages
  - Spelling names
  - Polite questions
  - Saying phone numbers
  - Making international calls
  - Talking about preferences
  - Making complaints
- **BE02-02 Letters, Faxes and Emails**
  - Writing a letter
  - Common expressions
  - Leaving a note
  - Accepting an invitation
  - Emails and the Internet
  - Using a search engine
  - Writing a fax
  - Packages and parcels
  - Dimensions and weight
- **BE02-03 Meetings**
  - Agendas
  - Starting and ending meetings
  - Introducing people
  - Offers and requests
  - Explaining the background
  - Setting out the options
  - Agreeing and disagreeing
  - Expressing opinions
  - Summarising
  - Dealing with conflict
  - Expressing possibility
  - Allocating tasks

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**Business English – Contenidos**

○ **BE03-03 Presentations**

- Key elements of a good presentation
- Visuals
- Defining objectives
- Strategy and structure
- Introducing yourself
- Body language
- Adding emphasis
- Progress reports
- Building rapport
- Dealing with unexpected problems
- Clarifying meaning

○ **BE03-04 Negotiations**

- What makes a good negotiator
- Small talk
- Talking about health problems
- The weather
- Introducing people
- Breaking the ice
- Deciding on procedure
- Stating goals and limits
- Starting a negotiation
- Being diplomatic
- Making offers and counter-offers
- Reducing distances
- Reaching an agreement
- Finalizing a deal
- Written confirmations

○ **BE02-04 Socialising**

- Making and responding to suggestions
- Nationalities
- Ordering a meal
- Food
- Asking for details
- Expressing likes and dislikes
- Social chat
- Polite questions and answers
- Making requests
- Asking for permission
- Percentages

**Business English – Contenidos**

○ **BE03-02 Travel**

- Booking a ticket
- Checking in
- Talking about preferences
- Airline regulations
- Asking for travel information
- Comparing
- Getting around
- Means of transport
- Giving directions
- Hotel services
- Travelling by road
- Travel tips
- Describing illnesses

○ **BE01-03 Company Talk**

- Making appointments
- Dates
- Describing company history, future plans and product range
- Employment contracts and benefits
- Company rules
- Telling the time
- Quarterly progress reports
- Describing graphs and charts
- Numbers, facts and figures
- Describing company performance
- Plans and intentions for the future
- Making complaints
- Office equipment

○ **BE05-02 Company Organization**

- External and internal influences
- Business environment
- Company hierarchies
- Organization charts
- Presentation notes
- Different structures
- Job titles
- Expressing responsibility
- Corporate culture
- Management styles

## Business English – Contenidos

### ○ **BE03-01 Sales**

- The ideal salesperson
- Describing personal qualities
- Getting information about a visitor
- Assigning tasks
- Describing and comparing a product
- Computer terms
- Measurements
- Negotiating
- Making offers
- Closing the deal
- Talking about conditions
- Presenting a sales plan

### ○ **BE02-01 Operations**

- Operations management
- Making an appointment
- Business plans
- Giving advice
- Describing a process
- How to save money
- Clarifying information and checking understanding
- Future plans
- Talking about change
- Dealing with suppliers
- The workforce and transportation

### ○ **BE05-04 International Trade**

- Global markets
- World trade patterns
- Difference between exporting and subsidiaries
- The role of multinationals
- Countries and nationalities
- Common business abbreviations and acronyms
- International transport
- Freight
- Packaging, shipping and insurance
- Transport documents
- Incoterms
- Transportation and customs

Business English – Contenidos

○ **BE04-02 Innovation**

- Brainstorming
- Taking notes
- Company culture
- Controlling meetings
- Success and failure
- Making suggestions
- Fractions, percentages and decimals
- Benefits of innovation
- Encouraging innovation
- Writing meeting minutes

○ **BE04-03 Marketing**

- Company departments
- Marketing segmentation
- Marketing strategy
- Product development
- Market research
- Analyzing research data
- Marketing mix
- Acronyms
- Advertising

○ **BE04-01 Economics**

- The market
- Supply and demand
- Consumer choice
- Macroeconomics
- Describing economic trends
- Inflation and unemployment
- The global economy
- Talking about causes and effects
- Currencies
- Connecting ideas
- Microeconomics
- Drawing conclusions
- Expressing possibilities

- **BE05-03 Banking and Finance**
  - The ways and whys of financing activities
  - The stock market
  - Equity financing
  - The role of shareholders
  - Describing changes in share prices
  - Credits from banks
  - Applying for a loan
  - Bonds: what are they and how do they work
  - Credit ratings
  - Talking about future plans
- **BE05-01 Mergers and Acquisitions**
  - Why companies merge
  - Implications of a merger
  - Reporting facts
  - Differences in corporate culture
  - Benefits of a merger
  - Analyzing strategic fit
  - Product line compatibility
  - Making acquaintances
  - Greetings
  - Implementing a merger strategy
  - Successful and unsuccessful strategies
- **BE01-01 Looking for work**
  - Introductions
  - Job descriptions
  - Apologising
  - Giving advice
  - Job requirements
  - Likes and dislikes
  - Quantities, numbers and prices
  - Curriculum Vitae
  - Job recommendations

## Business English – Contenidos

- **BE01-02 Getting the job**
  - Covering letters
  - Making appointments
  - Telling the time
  - Days of the week
  - Job interviews
  - Personal qualities, abilities and skills
  - Following directions
  - Starting work
  - Countries and cities
  - Ordering in a restaurant
  
- **BE04-04 Career**
  - Job satisfaction
  - Motivation
  - Complaining
  - Training and qualifications
  - Giving career advice
  - Asking for a raise
  - Writing a memo
  - Career management
  - Personal characteristics
  - Preparing a resume

Duración aproximada de cada unidad: 7 horas

Actividades tuteladas opcionales: 1 hora por unidad. (MS Excel 2000 requerido)

Requisitos de ejecución:

- Windows 95 / 98 / NT / 2000 / XP
- Pentium III, 128 MB RAM
- Conexión a Internet
- CD con los vídeos de las lecciones
- Tarjeta de Sonido, auriculares y micrófono
- Microsoft Internet Explorer v 4.x o superior con:
  - Máquina virtual de Java de Microsoft activada
  - Caché de memoria activado
  - Javascript activado
  - Activex permitido