



Advanced Business English

SYLLABUS

LearningU's Advanced Business English Course

Course Introduction

Welcome to Advanced Business English! English has become the international language of business. This course is designed to help you communicate your ideas effectively using English in business situations.

Through this course, you will learn culture, vocabulary, idioms, grammar, and business communication skills that you can use to express your thoughts clearly and confidently to other English speakers.

This may be your first online course or a course taken over the internet. Be sure you complete the first module, Course Orientation, which covers all of the basic skills needed to be a successful student online. The Orientation also provides advice on how to navigate our Learning Management System (LMS).

Purpose and Organization

The purpose of this course is to help non-native English speakers communicate more effectively with native English speakers in a business environment.

The course is designed to be self-led, without a teacher or class, so professionals are able to fit it into their busy schedules any time of the day or night. Individual lessons and review quizzes are meant to fit within 15-30 minutes and can be studied on lunch breaks or other smaller periods of time.

Each module is built around a business communication skill, such as giving and receiving feedback, making small talk, pitching ideas, or running a meeting. The full list of business communication skills is shown in the course outline.

Activities to help students improve specific language skills are included in order to support the specific business communication skill taught in each lesson. The most common activity components found throughout the lessons are:

- Listening (business scenarios that feature native English speakers using the communication skill the lesson focuses on)
- Vocabulary
- Idioms
- Grammar
- Pronunciation
- Culture

Strategies for improving all four language skills (listening, speaking, reading, and writing) are taught, but an emphasis is given to listening and speaking. As Western culture plays an important role in English communication, culture points are also given throughout the course.

Course Activities

Presentations: Each module in this course contains one or more multimedia presentations including audio, video, and lecture material. These presentations are focused around six major types of information:

- Business communication skills
- Business scenarios
- Western business culture
- Vocabulary and idioms
- Grammar
- Pronunciation

Quizzes: Each module will have a series of short quizzes based on the information learned in the presentations.

Language Trainer: Throughout the course students will practice speaking using a voice recording tool.

Tests: Throughout the course each module will have a review and a test.

Learning Objectives

Upon completing this course, students will be able to:

1. Recognize the style of communication most frequently used to present information in English business situations
2. Use the linear style of communication when expressing ideas in English
3. Lead business meetings in English
4. Talk about projects in English
5. Discuss uncomfortable ideas and issues in English
6. Give evaluations and feedback in English

Course Outline

This course is divided into 17 modules. Each module contains one or more lessons.

#	Topic	Description
1	Course Overview	Welcome video, course outline and syllabus, and course navigation video tutorial.
Presenting Information in English		
2	Organizing Ideas for English Speakers	Communication styles used in different cultures, the importance of using the linear communication style in English
3	Introducing Topics	Elements of an effective introduction, getting and establishing a need, using the conditional grammar structure, establishing credibility and presenting a roadmap
4	Signposting and Connecting Ideas	Presenting a roadmap and communication signposts, using transitions and conjunctions, understanding the value of time in the Western business world
5	Emphasizing Ideas through Words and Phrases	Using words and phrases that emphasize ideas, the magic rule of three in speaking and writing, road and track idioms
6	Speaking with Correct Rhythm and Stress	Parts of speech and sentences, syllable-timed vs. stress-timed languages, using word stress effectively in English, pausing effectively
7	Using Slides to Support a Message	Talking about information on slides, using parallelism in bullets and lists, dos and don'ts for using slides
8	Talking about Graphs	Talking about data in graphs and charts, subject and verb agreement
9	Concluding a Topic	Summarizing ideas, concluding a message effectively
Leading Meetings		
10	Starting the Meeting	Organizing a meeting, making small talk, conversation starters, opening a meeting
11	Running the Meeting	Recognizing certain people, events, or "elephants", filling and assigning specific meeting roles, encouraging participation
12	Ending the Meeting	Summarizing action items, concluding a meeting, talking about time
Discussing Difficult Issues		
13	Delivering Bad News	The drawbacks of using the sandwich method for delivering bad news, effective approaches for delivering bad news, using passive voice
14	Resolving Conflict	Effective methods for dealing with conflict, active listening, maintaining proper eye contact
15	Dealing with Angry Clients	Showing empathy, acknowledging others' feelings, showing concern, apologizing, giving explanations, clarifying, stative vs. dynamic adjectives
Giving and Receiving Feedback and Reviews		
16	Giving Feedback and Reviews	Purpose of evaluations, aspects commonly evaluated by supervisors, giving constructive feedback, using progressive tense
17	Receiving Feedback	Responding appropriately to negative feedback, responding appropriately to positive feedback, using the different forms of future tense



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ESL Courses: TOEFL® Preparation • Advanced Business English

LearningU offers online English as a second language (ESL) courses for adult learners. Our programs and course content are modeled after those available through universities and college English language centers throughout the United States.

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