



BUSINESS ENGLISH PROGRAM

VISA - LORENA LOPEZ

Materials: Market Leader High Intermediate

Module	Business Skills	Language (Texts)	Case Study & Writing	Duration
Units 1&2 3&4	Talk about what makes a good communicator. Dealing with communication breakdown. Talk about international brands. Brainstorming. Talk about building relationships. Networking. Discuss what makes people/companies successful. Negotiating	Listening: An interview with an expert on communication Reading: A quiet word beats sending e-mail – Financial Times. Reading: Diego Della Valle: Italian atmosphere is central to Tod’s global expansion – Financial Times Listening: An interview with a professor of international marketing and the CEO of a training organisation. Listening: An interview with the Head of Global Corporate Responsibility of a major company. Reading: How East is meeting West – Business Week. Listening: An interview with the MD of a technology development company Reading: Profile: Carlos Slim – The Telegraph	The price of success: Make recommendations to improve communications within an electronics company Writing: e-mail. Henri-Claude Cosmetics – creating a global brand: Devise a TV commercial for a new eau--de-cologne Writing: action minutes. Al-Munir Hotel and Spa Group: Come up with a plan for improving customer satisfaction and loyalty Writing: letter. Kensington United: Negotiate a sponsorship deal for a football club Writing: press release/ letter	30 h 10/01/2020 to 12/08/2020