



**WINCHESTER  
COLLEGE**

# **BUSINESS ENGLISH**

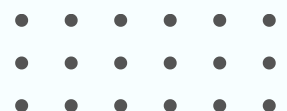
**ONLINE COURSE**

**10 SESSIONS  
26 HOURS**



**REGISTER NOW**

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Welcome to the transformative journey of our Business English course! Designed for professionals seeking advanced language skills in the business realm, this course offers 26 online hours filled with essential tools and skills. Elevate your communication, enhance international business prospects, and navigate global markets confidently. Join us and unlock new opportunities in the dynamic world of business!

### **COURSE OBJECTIVES**

By the end of this course, you will learn:

1. **Effective Communication:** Enhance your ability to communicate confidently and professionally in English.
2. **International Business Skills:** Acquire the skills needed to expand your business activities globally.
3. **Research and Document Understanding:** Learn to navigate international documents and conduct effective research.
4. **Ethical Business Practices:** Understand and apply ethical considerations in the context of international business.
5. **Increased Professional Credibility:** Elevate your credibility and professionalism in the international business arena.





**COURSE OUTLINE**

**Session 1: Building a Strong Foundation** *2 hours*

- What You Will Learn:
  - The importance of Business English
  - Setting your goals for the course
  - Basic business vocabulary and phrases
  - Icebreaker activities to get to know your fellow learners

**Session 2: Effective Communication Skills** *3 hours*

- What You Will Learn:
  - Developing strong listening skills
  - Effective verbal and non-verbal communication
  - Business etiquette and cultural sensitivity
  - Interactive role-plays and communication exercises

**Session 3: Professional Email Writing** *3 hours*

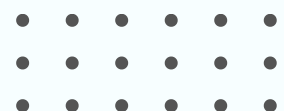
- What You Will Learn:
  - Email etiquette and best practices
  - Structuring emails for clarity and impact
  - Practicing with real-life email scenarios
  - Peer review and feedback

**Session 4: Business Meetings and Presentations** *3 hours*

- What You Will Learn:
  - Preparing for meetings and presentations
  - Language for making proposals and suggestions
  - Overcoming nervousness and public speaking tips
  - Simulated meetings and presentation practice

**Session 5: Business Vocabulary and Jargon** *2 hours*

- What You Will Learn:
  - Essential business terminology
  - Acronyms and industry-specific language
  - Vocabulary expansion exercises
  - Business news analysis and discussion





### **Session 6: Negotiation and Persuasion Skills** *3 hours*

- What You Will Learn:
  - Key negotiation strategies
  - Language for bargaining and reaching agreements
  - Simulated negotiation scenarios
  - Persuasive communication techniques

### **Session 7: Networking and Building Relationships** *2 hours*

- What You Will Learn:
  - Building professional relationships
  - Elevator pitches and self-introductions
  - Online and offline networking tips
  - Networking role-plays

### **Session 8: Business Writing Skills** *3 hours*

- What You Will Learn:
  - Crafting business reports and proposals
  - Grammar and style for effective writing
  - Editing and proofreading techniques
  - Peer review and editing practice

### **Session 9: Cross-Cultural Communication** *2 hours*

- What You Will Learn:
  - Cultural awareness and sensitivity
  - Communicating with international clients and colleagues
  - Case studies and cultural simulations
  - Cross-cultural negotiation scenarios

### **Session 10: Interview Skills and Career Development** *3 hours*

- What You Will Learn:
  - Interview preparation and techniques
  - Resume/CV writing tips
  - Setting career goals and action plans
  - Mock interviews and feedback

