



Syllabus for Business English Course (60 h)

1. Corporate Culture.

- rules of behaviour, culture and working conditions in a company.
- work organization and responsibility.
- organigrams, chain of command.
- work placement/work experience/internship.

2. Customer Support.

- post-sales (returns, dealing with complaints, etc), performance standards.
- customer service and telephoning.
- writing replies to business emails using appropriate styles.

3. Products and Packaging.

- 4 Ps of marketing (product, price, place, promotion).
- stages of product development.
- product dimensions.
- branding and packaging.

4. Effective Business Presentations.

5. Careers.

- job interviews.
- CV/resume.
- cover letters.

6. Making Deals.

- e-tailing.
- marketing techniques.





7. Company and Community.

- Corporate Social Responsibility (CSR).
- ethical behavior and performance.

8. The course will be based on the book:

The Business 2.0, John Allison, Paul Emmerson, Macmillan

