



TAITRA  
International Trade Institute

## **Presentations 英語商務技能 A 組簡報 (Intermediate – Upper Intermediate)**

參考級數: 多益 550-650 或以上  
**(Oct - Dec 2022)**

Frequency and duration: 10 x two-hour classes

### **Course Aim**

The aim of this *Presentations* course is to provide students with the necessary skills and knowledge to give great presentations in today's highly competitive business world. This is an essential future career skill.



### **Purpose**

By the end of the course, you should be able to:

- Prepare, organize, and present each stage of a presentation
- Create an effective opening and closing
  - Introduction
  - Body
  - Conclusion
- Use appropriate language confidently and accurately
- Be able to explain facts and figures
- Use signpost language
- Use different impact techniques
- Tell stories
- Build rapport
- Use your voice effectively
- Be aware of body language
- Handle all types of questions
- Prepare and present visuals using a variety of techniques

## Course Materials

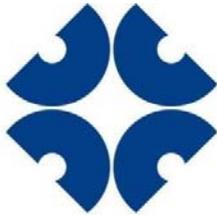
The materials for the class are all created by the teacher. These could have come from books, the internet, or from the teacher's imagination. This means that the class can be adapted to the specific needs of the students in terms of content, difficulty, and amount of work created. After materials are presented and used in class, all the answers will be made available to the students.

## Teaching Medium

Students will attend the online sessions with their teacher.

## Course Content

- Topic 1: Opening and Closing a Presentation
- Topic 2: Structuring a Presentation
- Topic 3: Building Rapport with your audience
- Topic 4: Visual Aid
- Topic 5: Voice Power
- Topic 6: Body Language
- Topic 7: Impact Techniques
- Topic 8: Q&A Sessions
- Topic 9: Storytelling
- Topic 10: Review and Practice



TAITRA  
International Trade Institute  
**Negotiating Internationally** 英語商務技能 B 組談判  
(Upper Intermediate) 參考級數: 多益 650 或以上  
(Oct-Dec 2022)

Frequency and duration: 10 x two-hour classes

### Course Aim

The aim of the *Negotiating Internationally* course is to provide students with advanced skills and knowledge to handle negotiations in English in today's work environments, building on our *Negotiations Basics* course.

### Course Description

Building on our *Negotiation Basics* course, this second *Negotiation* course will help you develop stronger competency in effective communication in a negotiation in other areas. In our *Negotiating Internationally* course, you will have the opportunity to advance your English language skills in the following areas:

- understanding the impact of culture
- building a relationship with negotiating counterpart
- understanding different persuasive techniques
- knowing where the bargaining zone is to get the best results
- using and resisting negotiating tactics
- handling breakdowns in negotiations
- dealing with deadlock

### Course Materials

The course material used in class is from material developed in-house and supplementary material will be provided by the instructor when needed.

Students will attend classes online.

## Course Details

The unit order may be subject to change as instructors choose how to structure their lessons.

Week	Topic	Additional Materials/Activities
1	Review of Negotiation Basics <ul style="list-style-type: none"> <li>• Key concepts</li> <li>• Main language concepts</li> </ul>	
2	Culture and Relationship Building <ul style="list-style-type: none"> <li>• Knowing your counterpart's culture</li> <li>• Team vs individual negotiations</li> <li>• Rapport building</li> </ul>	Assignment <ul style="list-style-type: none"> <li>• Paired and group role-play</li> </ul>
3	Online Negotiations <ul style="list-style-type: none"> <li>• Communication style</li> <li>• Pros and cons of negotiating online</li> <li>• Using technology</li> </ul>	Assignment <ul style="list-style-type: none"> <li>• Role-play problematic scenarios</li> </ul>
4-5	Art of Persuasion <ul style="list-style-type: none"> <li>• Language of persuasion</li> <li>• Questioning</li> </ul>	Assignment <ul style="list-style-type: none"> <li>• Creating persuasive statements</li> </ul>
6-7	Negotiation Tactics <ul style="list-style-type: none"> <li>• 8 negotiating tactics</li> <li>• Idiomatic expressions</li> <li>• Resisting negotiating tactics</li> </ul>	Assignment <ul style="list-style-type: none"> <li>• Using and resisting negotiating tactics</li> </ul>
8-9	Avoiding Breakdowns <ul style="list-style-type: none"> <li>• From disagreeable to diplomatic</li> <li>• Sounding more diplomatic</li> </ul> Dealing with Breakdowns <ul style="list-style-type: none"> <li>• 8 techniques to deal with breakdowns</li> </ul>	Assignment <ul style="list-style-type: none"> <li>• Role-play</li> </ul>
10	Course Project <ul style="list-style-type: none"> <li>• Mock Negotiation Role-play</li> </ul>	Assignment <ul style="list-style-type: none"> <li>• Course Project Instructions</li> <li>• Pre-negotiation tasks</li> </ul>

