

	<p>TAITRA International Trade Institute</p> <p><b>Business English 1 商務英語 A 組</b> <b>(Lower Intermediate) 參考級數:多益 550 或未達</b> <b>(Jan-Mar 2023)</b></p>
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Frequency and duration: 10 x two-hour classes
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## Course Aim

The aim of the *Business English* course is to improve students' English communication skills in the field of business.

## Course Description

Are you looking to improve your business English skills? Would you like to learn practical, functional business English in a non-work environment, so you can feel confident using your English when it matters? If so, *Business English* is the right course for you.

*Business English* uses a practical, task-based approach to help you learn new vocabulary, sharpen your grammar, and practice business skills, such as presentations, negotiations, meetings, telephoning and social English. The course uses role-plays to let you practice your new English and you can discuss realistic business problems and recommend solutions in case studies.

Finally, on completing *Business English 1*, you can continue to hone your skills in *Business English 2*.

## Course Materials

*Business English 1* uses the Lower Intermediate Market Leader 3rd Edition Flexi Course book. The Market Leader books have been designed in association with the Financial Times, bringing authentic business source material into the classroom.

## Course Topics

Weeks	Topic	Discussion	Language Focus	Skills	Case Study
1 - 4	Careers	Your career plan	Modals: ability; requests and offers	Telephoning: Making contact	You Juice: Decide on the right candidate for a job.
5 - 7	Companies	Companies	Describing companies: Present Simple and Present Continuous	Presenting your company	Dino Conti Ice Cream: Investing in a company's future
8 - 10	Selling	Shopping habits	Making Sales: Modals 2: <i>must, need to, have to, should</i>	Negotiating: reaching agreement	A partnership agreement: Work on a proposed partnership between a jet charter and a hotel group.

	<p>TAITRA International Trade Institute</p> <p><b>Business English 3 商務英語 B 組</b> <b>(Intermediate) 參考級數:多益 550-650</b> <b>(Jan-Mar 2023)</b></p>
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## Course Description

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*Business English* uses a practical, task-based approach to help you learn new vocabulary, sharpen your grammar, and practice business skills, such as presentations, negotiations, meetings, telephoning and social English. The course uses role-plays to let you practice your new English and you can discuss realistic business problems and recommend solutions in case studies.

Finally, on completing *Business English 3*, you can continue to hone your skills in *Business English 4*.

## Course Materials

*Business English 3* uses the Intermediate Market Leader 3rd Edition Flexi Course book. The Market Leader books have been designed in association with the Financial Times, bringing authentic business source material into the classroom.

## Course Topics

Weeks	Topic	Discussion	Language Focus	Skills	Case Study
1 - 4	Brands	Your favourite brands	Collocations; Present Simple; Present Continuous	Taking part in meetings	Hudson Corporation: Decide on how a luggage manufacturer can protect its brand.
5 - 7	Travel	Your travel experiences	British vs. American English Talking about the future	Telephoning: making arrangements	BTS: Retain a travel agent's key client.
8 - 10	Change	Discuss attitudes to change in general and at work	Vocabulary Past Simple; Present Perfect	Managing meetings	Acquiring Asia Entertainment: Solve problems caused by a recent merger