



ENGLISH FOR EXPORT PROFESSIONALS: 2011



Language Specialists
INTERNATIONAL

COURSE OBJECTIVE: The course is designed to develop the communicative performance of senior export operations and sales staff in their dealings with clients, importers abroad, suppliers of logistics services, and other contacts and relationships in the export management field, in an international context. It is also intended to enable them to use standard export/logistics terminology with appropriateness of linguistic context and style.

STUDY ACTIVITIES

As well as formal classroom teaching, study activities include role-play, case studies and simulations, video-and audio-recorded simulations.

COMMUNICATION SKILLS

The focus of the course is on practical and effective communication in:

- Meetings and Discussions / Videoconferencing
- Negotiations
- Making Presentations
- Dealing with Numerical Data
- Telephoning
- Socialising and Entertaining
- E-mail, Fax, Letter and Report Writing
- Cross-Cultural Awareness

SPECIFIC FUNCTIONAL CONTENT

The course covers the following functional areas:

- Introductions and Greetings
- Giving Personal Information
- Giving Instructions, Directions and Commands
- Offering and Requesting
- Expressing Opinions: Agreeing and Disagreeing
- Giving Advice, Suggestions and Recommendations
- Dealing with Complaints: Explaining & Apologising
- Expressing Need and Obligation
- Discussing Schedules, Timetables and Deadlines
- Making and Changing Appointments
- Socialising & Entertaining, Ordering Meals and Drinks
- Describing Past Actions and Relating Past to Present
- Comparing: Similarity/Difference/Advantage/Disadvantage
- Discussing Future Plans: Forecasting and Hypothesising
- Presenting and Manipulating Numbers and Graphs

SPECIFIC LEXICAL CONTENT

- Company structure.
- International Logistics & Distribution
- Incoterms
- Exchange-rate Management for Exporters
- Export Guarantees
- Export Banking and Documentary Credits
- Describing Markets and Trends
- Export Market Research
- Using and Managing Importers and Agents
- Insurance Considerations for the Export Field
- Micro and Macro Economics.
- Fiscal & Monetary Policy
- Company Finance: Profit & Loss, Balance Sheet, Cash Flow.
- Risk Assessment.

INTERNATIONAL CLIENTS

We have a number of key international clients in such fields as banking, pharmaceuticals, automotive / engineering, aeronautics, telecommunication...

DURATION / TIMETABLE / PROGRAMME

Course duration is normally for 1 or 2 weeks (2 weeks is preferable). The programme is highly intensive and includes 25 contact hours plus 5 to 10 self-access study hours plus 7.5 hours social English over lunch per week plus optional evening social activities. The following is based on a Combination course, giving the students the opportunity to work on individual and specialised needs in the morning; the afternoon focus is on communication in an international context.

The daily timetable operates as follows:

8:30 - 9:30	Self-study in Self-Access Centre and Language Laboratory.
9:30 - 10:45	Period 1 with Morning Tutor (1:1)
10:45 - 11:00	Morning Coffee Break
11:00 - 12:15	Period 2 with Morning Tutor (1:1)
12:15 - 1:45	Lunch with teacher/s and fellow students
1:45 - 3:00	Period 3 with Afternoon Tutor (minigroup – max 4 participants)
3:00 - 3:15	Afternoon Coffee Break
3:15 - 4:30	Period 4 with Afternoon Tutor (minigroup – max 4 participants)
4:30 - 5:30	Optional Self-Access Study Evening Social Activity (Optional)