



ENGLISH FOR THE PHARMACEUTICAL INDUSTRY: 2011

COURSE OBJECTIVE: This course is designed to develop the communicative performance of people working in the Pharmaceutical Industry in an international context. This includes anyone involved in the development, production, marketing and distribution of Pharmaceuticals. It is also intended to enable participants to use pharmaceutical and medical terminology with appropriateness in 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
- Professional presentation skills
- Dealing with numerical data
- Telephoning
- Socialising and entertaining
- E-mail, letter and report writing
- Using technical terms appropriately

SPECIFIC FUNCTIONAL CONTENT

The course covers the following functional areas:

- Introductions and greetings
- Giving personal information
- Asking questions
- Expressing need and obligation
- Negotiating sales
- Discussing future outcomes: forecasting and hypothesising
- Socializing & entertaining, ordering meals and drinks
- Making and changing appointments
- Presenting and manipulating numbers and graphs
- Describing Processes
- Offering and requesting
- Discussing schedules, timetables and deadlines
- Giving advice, suggestions and recommendations

SPECIFIC LEXICAL CONTENT

Subject to needs analysis of the participant's requirements, the course may include vocabulary extension in the following areas:

- Description of pharmaceuticals and how they act.
- Drugs, medicines and vaccines.
- Medical symptoms, treatments and possible side effects
- The human body
- The development, testing & international patenting of new pharmaceuticals
- Alternative and complementary therapies
- Health and Wellness
- Nutrition
- Related products; e.g. baby and infant care

INTERNATIONAL CLIENTS

Past and current clients include Bayer, Pfizer, Boehringer Ingelheim, MSD and GlaxoSmith among many others...

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)