



## COMMUNICATIONS SKILLS FOR THE AUTOMOTIVE INDUSTRY: 2011

**COURSE OBJECTIVE:** The course is designed to develop the communicative performance of professionals working in the automotive industry in an international context. It also intended to enable them to use specialist professional 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
- 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 remuneration and benefits
- Discussing future plans: forecasting and hypothesising
- Socializing & entertaining, ordering meals and drinks
- Making and changing appointments
- Expressing opinions: agreeing and disagreeing
- Presenting and manipulating numbers and graphs
- 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:

- Manufacturing
- Engineering and design
- Quality Control : Improving Service and Raising Productivity
- Sales and marketing
- Financial management
- Human Resources management
- Logistics
- Purchasing

### 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)