



BUSINESS ENGLISH

Training material

Part 1

INCONEXT PROJECT

**Supported by:
THE LEONARDO DA VINCI PROGRAMME**

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INTRODUCTION

English has emerged as the global language of trade and commerce in the past few decades, affecting many key aspects of business in the modern world. In some industries, the knowledge of business terminology in English is critical for making a fruitful business. Successful businessmen need to have an understanding and command of detailed vocabulary dealing with specific concepts in order to be able to communicate effectively with other professionals in the business world. Any communication problem, whether personal or business, comes to losses, zero result in negotiations, incompetence for global business, or will just simply leave one ill-equipped to carry out international business. The ability to communicate, and communicate well, is one of the biggest factors in business success.

The importance of business communication cannot be ignored in today's global business environment. Intercultural communication became an important dimension of any business. It is of crucial importance nowadays to gain knowledge about different ethnic groups that one may want to communicate or do business with. This is because certain cultural nuances can make a big difference to the way that people perceive one's message.

Course Content:

Day 1	Time	Day 2	Time
Description of course contents	0,5		
Repetition of English grammar and specific business vocabulary and terminology	1,5		
Break			
Essentials of telephoning and means of electronic communication	1		
Business Correspondence	1		
Lunch Break			

Language of effective business meetings	1,5		
Break			
Presentation skills – Marketing and Sales	2		
Questions and Conclusions	0,5		
Time total	8		

Remarks on vocabulary training

Learning is a complex process. It is often the case that the desired learning outcome is not reached because of ineffective learning methods. Following factors are often the reason for lacking progress and frustration:

- Having no goal in mind: Before learning vocabulary you should be clear about why you are doing it. What is the goal of learning vocabulary? Finally knowing vocabulary is one of the worst goals. No one learns to dive, because he or she does not want to drown. Knowing vocabulary is the way, not the goal. It is a different kind of motivation, if you learn vocabulary to negotiate with your foreign partners more efficient than you are forced by your superior. (Hoffmann 2012)
- Being focussed on a specific learning method: Each individual is different. If a friend of you prefers card boxes, because he get the best results out of it, it does not mean, that this is the best method for you. Which is the best method for you – be it with pictures, sounds, song texts, superlearning, transcription etc. – you will only find out, when you try them. There is no best method for learning vocabulary. (Hoffmann 2012)
- Being over-motivated: After neglecting vocabulary learning for a while, you are finally overambitious and you want to learn 1200 words in one weekend. This is as senseless as to brush your teeth for 40 minutes, because you forgot to brush them the whole week. Our brain is not an empty glass which can be filled just as easy. It is rather a complex construction that needs constant impulses to maintain interest. (Hoffmann 2012)

How to learn English vocabulary easily

There are different ways to learn vocabulary. The tips listed below are working for every type of learning and learner: (Infolinks, 2006)

- Take at least 1 minute time per word.
- Pronounce the word loudly.
- Try to memorize with a mnemonic trick.
- Find similar words and try to form a sentence (or have close look to an example sentence.). (Infolinks, 2006)

When learning vocabulary repeating is of great importance. Following measures and learning methods can help you to easier memorize them:

- The traditional card box: Thereby you should write the words on cards. When memorizing the words, known cards can be put one pocket behind. Repeat the other words. On the next day all words will be repeated. Again put the known words one pocket behind and you only have to report them in one week and so on.
- Cover English text in the vocabulary book with a folded paper. Write the translation on the folded paper. Check, if it is correct. If not, give a note to the word and go on with the rest. At the end you go back to the words that are wrong and translate it again.
- Superlearning: By providing visual, kinesthetic and auditive stimuli superlearning tries to prepare the learning process for your mind. The essential elements of this method are:
 - Physical and mental relaxation exercises
 - Ruminant, relaxing music
 - Learning suggestions
 - Increase of learning motivation
 - Reduction of learning blocks
 - Positive learning atmosphere
- Computer software or apps can support the vocabulary learning too. Android and apple app stores offer manifold vocabulary training software. The internet is also a good source to find this kind of software. (Infolinks, 2006)

Exercise: Try to find out how you learn best by using some of the suggestions or other techniques.