

Spezial-Abo Business Englisch

Vertragslaufzeit:

ohne feste Laufzeit; Mindestlaufzeit: 3 Monate Kündigungsfrist: 14 Tage, sonst automatische Verlängerung um Mindestlaufzeit

Einzelpreis:

23.00 EUR, pro Monat

Dies entspricht einem Gesamtpreis pro Mindestlaufzeit von:

69.00 EUR (Abbuchung im Voraus)

Beschreibung:

Der Online-Kurs für Business English hilft Ihnen, Ihre Kenntnisse gezielt auszubauen und zu vertiefen. Der Kurs behandelt wichtige Situationen aus dem beruflichen Alltag. Längere authentische Lese- und Hörtexte bilden die Grundlage für über 100 interaktive und praxisnahe Übungen, dabei werden alle modernen Kommunikationsformen - vom Geschäftsbrief bis zu Fax, Videokonferenzen und E-Mail - berücksichtigt. Ständige Tools bieten kompakte Übersichten über Grammatik und Vokabeln. Häufige Wiederholung der Lerninhalte und ein progressiver Aufbau von Grammatik- und Wortschatz charakterisieren das Kurskonzept. Wirtschaftsbezogene Themen und Geschichten runden das Kursangebot ab.

Das Testmodul hilft Ihnen, sich gezielt auf das "Certificate in English for Business Purposes" vorzubereiten. Sie finden einen kompletten Modelltest für den schriftlichen Teil, den Sie wie in der richtigen Prüfung bearbeiten können. Für die mündliche Prüfung bieten wir Ihnen Materialien für die Vorbereitung, Tipps und Tricks und eine beispielhafte Modellprüfung. Wir wünschen Ihnen viel Erfolg!

Wo Sie die Prüfung in Ihrer Nähe ablegen können, sehen Sie hier:

http://www.sprachenzertifikate.de/TELC_Organisation/TELC_Partners.htm

1) Lernprogramm: Business English

Der Online-Kurs für Business English hilft Ihnen, Ihre Kenntnisse gezielt auszubauen und zu vertiefen. Der Kurs behandelt wichtige Situationen aus dem beruflichen Alltag. Längere authentische Lese- und Hörtexte bilden die Grundlage für über 100 interaktive und praxisnahe Übungen, dabei werden alle modernen Kommunikationsformen - vom Geschäftsbrief bis zu Fax, Videokonferenzen und E-Mail - berücksichtigt. Ständige Tools bieten kompakte Übersichten über Grammatik und Vokabeln. Häufige Wiederholung der Lerninhalte und ein progressiver Aufbau von Grammatik- und Wortschatz charakterisieren das Kurskonzept. Wirtschaftsbezogene Themen und Geschichten runden das Kursangebot ab. In den Tutored Exercises können Sie Übungen mit Tutor-Unterstützung bearbeiten.

1.1) Business English Lektionen

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1.1.1) Meeting a potential customer or partner

In this unit, you will learn expressions for welcoming, introducing yourself and other people and talking about the company. You will make changes to a conference timetable, based on messages you receive. While listening to a description of a company, you will listen for and detect mistakes. After hearing a conversation in a British company office about a possible partner company in China, you will deal with an answerphone message, write a fax and work with company sales graphs in order to complete a phone message. You will learn and

practice the use of various tenses in business English. You will have the opportunity to take part in a roleplay in which arrangements are agreed on and you can study information about joint ventures in China. Working with your tutor, you will do an exercise on the internet and complete a written inquiry. Furthermore, you will have the chance to listen to and work on a report about joint ventures, a discussion about sales trends and marketing and a video sequence about an international company's marketing policy.

1.1.2) Negotiating a deal

In this unit, you will learn expressions for expressions for negotiating, proposing next steps and coming to terms. You will learn how to express possibilities, probabilities and predictions, including conditional sentences (types I and II). You will then use this knowledge in a variety of exercises - for example, while listening to two businesspersons discussing and agreeing on terms. you will decide how possible or probable are their predictions. You will learn about drawing up a business contract and, while listening to a another discussion, decide which parts of a contract have to be rewritten. You will use flow charts to arrange steps and to describe a process and you will compose a letter negotiating terms with a conference centre. You will listen to and work on a discussion about a trial order, and roleplay one about making arrangements. Working with your tutor, you will have the chance to complete a dialogue, work on a video extract about computer technologies and do an exercise on the internet. You can also train your awareness of social do's and don'ts when doing business abroad.

1.1.3) Discussing marketing at home and abroad

In this unit, you will learn expressions for discussing marketing strategies, competition, trends and developments, offering service and advice and talking about bar charts. You will study the grammar of 'how' & 'wh-' questions and connective expressions, then use them to write a report and to complete questions. You will also learn about methods of market research and the vocabulary of electronic media. Listening to a phone conversation about a marketing report, you will spot mistakes made in written notes, then arrange the parts of the report into a logical order. You will have the opportunity to edit a website, interpret bar charts about consumers in selected European countries and take part in a roleplay about an update. Working with your tutor, you can do an exercise on the internet, present a product, summarise a voice-mail message, complete a written message, and work on a video sequence about the design and marketing of an unusual product. You will also have the chance to complete the SWOT analysis of a company product.

1.1.4) Organising a conference or meeting

In this unit, you will learn expressions for organising a conference or a meeting, welcoming participants, introducing speakers, getting things started and closing the conference or meeting. You will have the opportunity to study and practice formal and informal uses of verbs. As a conference organiser, you will use a hotel's publicity leaflet to book a conference package there and browse through a variety of written communications so as to decide what action is needed on them. You will arrange sentences in a fax about payment and, while listening to a discussion about videoconferencing charges, complete a costing grid. You will also learn about videoconferencing etiquette. Using pie charts, you can take part in a discussion about conference costs. Working with your tutor, you will have the chance to roleplay a phone call about participating in a conference, do an internet exercise, hold a speech of welcome, confirm a booking, advise on videoconferencing and deal with a video sequence about the London Stock Exchange. You may also do an exercise on staying fit at work.

1.1.5) Dealing with deadlines, delivery and supply

In this unit, you will learn expressions for discussing stock, delivery deadlines, modes of despatch, timetables, arranging despatch and referring to money quantities. After studying the rules of active and passive sentences, you will transform a set of transport guidelines into passives. While listening to a discussion about a company's stock in hand, you will complete an info-grid. After reading a company memo and listening to a discussion, you will have the chance to complete a report recommending freight and transport policy. You will update the timetable of a presentation, practice speaking money quantities based on a list of charges and take part in a roleplay. Working with your tutor, you will brief colleagues about freight

charges, listen to a discussion so as to confirm an order, do an internet-based exercise, and, in a speaking task, place an order. In a video sequence, you will work on a form of transport used for a promotional purpose. The unit also gives you the opportunity to study rail freight traffic and learn and use written abbreviations.

1.1.6) Dealing with documentation

In this unit, you will learn telephone expressions for offering help, accepting or declining an offer, making sure, seeing clarification and giving phone numbers. You will study expressions of quantity, then insert them into sentences and match them with written instructions. You will have the opportunity to listen to phone calls in order to correct import / export documents (i.e. a proforma invoice and a Bill of Lading). Through reading, you will also learn about the Port of Hamburg. You can practice taking down a foreign phone number and address over the phone, complete a flow chart based on a heard lecture about staffing, and roleplay a conversation concerning mobile phones. Working with your tutor, you can do an exercise on the internet, and complete an outline based on a talk about the international use of English, then summarize it. You also have the opportunity to work on a video sequence about rail ticketing and to put together a written CV.

1.1.7) Discussing and settling questions of payment

In this unit, you will learn expressions for discussing and settling questions of payment and study the grammar rules of conditional sentences (type III), before using them to complete sentences. You will match together expressions and definitions for terms of payment, and arrange the parts of a discussion about a customer's payments, before practising speaking it. You also have the chance to complete a documentary Letter of Credit (= L/C), while listening to phone call between a German businessman and his American customer. You will also roleplay a discussion about exchange rates. Working with your tutor, you may do an exercise on the internet, brief a colleague about an L/C, settle questions of payment, report the gist of a talk, deal with a talk on the colour-coding of agricultural products and work on a video sequence about an international financial centre. The unit also allows you to study the European Central Bank and to work on European nationalities and internet symbols known as smileys.

1.1.8) Travelling

In this unit, you will learn expressions for making travelling arrangements, arranging accommodation, checking-in, making contact, getting around, confirming time and place of next contact and saying goodbye. After studying times and dates and grammatical ways of referring to the future, you can use your knowledge to complete written texts, including a presentation schedule and a travel timetable, based on printed and heard information. Using a fax and timetables, you will have the chance to confirm a meeting in writing and take part in a dialogue about checking-in. You will hear a description of the new facilities in a manufacturing plant, then insert them into a plan. You will practice a discussion with a travel agent and roleplay a talk to arrange a meeting. Working with your tutor, you can do an internet exercise, rearrange a schedule based on a phone call, talk a colleague through a check-in, work out a flight connection and, in an exercise based on a video sequence, talk about the Eurostar rail service. You will have also the opportunity to study London airports and, in addition, figure out the implications of some common spoken expressions.

1.1.9) Making and handling complaints

In this unit, you will learn expressions for making and dealing with complaints on the phone and in writing, requesting action, expressing warning, apologising, offering explanations, making promises, writing reminders, referring to invoices and payments, requesting payments or action and exerting pressure. You will be able to listen to answerphone messages and to match speakers with complaints. You may also arrange a reply to a letter of complaint, write the resulting correspondence about the claim and complete a flow chart depicting the progress of the complaint. In imitative and roleplay exercises, you will hear and practice the tone and wording of complaints, After studying the rules of relative clauses and their punctuation, you will punctuate and insert relative clauses in a letter of complaint. You also have the chance to study the topic of business manners abroad. Working with your tutor, you can do an exercise on the internet, listen to conversations in order to figure out personal

responsibilities, and write an apology and an explanation. You can work on a video sequence about an insurance company breaking into a new market. Furthermore, in this unit, you have the chance to figure out the intended meanings of comically worded public notices.

1.1.10) Dealing with publicity and distribution

In this unit, you will learn expressions for dealing with publicity and distribution and to use discussion tactics for interrupting, resuming, referring back and challenging, questioning, refuting or emphasizing an opinion. Based on a business conversation you will hear, you can match phrases with discussion tactics. After studying phrasal verbs, you will insert suitable ones into sentences. Working on GLOWY, a light bulb to be launched onto the British market, you will read, listen and take notes in order to complete a progress report about GLOWY. In a further listening exercise, you can compare two analyses of GLOWY's estimated marketing costs, then formulate polite expressions for different purposes and roleplay a discussion. Working with your tutor and to train your use of polite expressions and discussion tactics, you can reformulate an impolite letter, listen to and work on a text about a business development centre and evaluate a poorly worded advertisement. Using a video sequence, you can talk about a brewery's advertising methods. You will also have the chance to do an internet exercise and to learn about the people of the UK.

1.2) Business English Zertifikatsvorbereitung

Dieses Testmodul hilft Ihnen, sich gezielt auf das "Certificate in English for Business Purposes" vorzubereiten. Sie finden einen kompletten Modelltest für den schriftlichen Teil, den Sie wie in der richtigen Prüfung bearbeiten können. Für die mündliche Prüfung bieten wir Ihnen Materialien für die Vorbereitung, Tipps und Tricks und eine beispielhafte Modellprüfung. Wir wünschen Ihnen viel Erfolg!

1.2.1) Business English online - Fit fürs Zertifikat

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INHALT

Spezial-Abo Business Englisch	1
1) Lernprogramm: Business English	1
1.1) Business English Lektionen	1
1.1.1) Meeting a potential customer or partner	1
1.1.2) Negotiating a deal	2
1.1.3) Discussing marketing at home and abroad.....	2
1.1.4) Organising a conference or meeting	2
1.1.5) Dealing with deadlines, delivery and supply	2
1.1.6) Dealing with documentation	3
1.1.7) Discussing and settling questions of payment	3
1.1.8) Travelling.....	3
1.1.9) Making and handling complaints.....	3
1.1.10) Dealing with publicity and distribution	4
1.2) Business English Zertifikatsvorbereitung	4
1.2.1) Business English online - Fit fürs Zertifikat	4
IMPRESSUM	5
INHALT	6