



## **Corso Business English DeA**

**L'inglese è sempre più la lingua necessaria per il tuo lavoro. Approfondirlo è una prerogativa essenziale per il tuo successo.**

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## **Il corso**

Questo corso, prodotto in collaborazione con DeALearning del gruppo DeAgostini, è articolato in 24 lezioni e 8 case studies per un totale di 100 ore di attività.

Ogni lezione contiene una puntata di una SitCom appositamente prodotta per le esigenze didattiche del corso. Una serie di activities ti aiuteranno a focalizzare e appropriarti degli obiettivi didattici della lezione. 8 Case Studies prevedono l'approfondimento e la soluzione di un dilemma legato ai diversi settori del mondo business (marketing, vendite, HR, IT...) proprio per aiutarti nelle situazioni lavorative più comuni. Questo corso intende venire incontro a quanti si trovano a usare l'inglese in un ambiente di lavoro internazionale e a coloro che si trovano a doversi esprimere per iscritto e a voce in lingua inglese e desiderano avere uno strumento di facile utilizzo che li aiuti e li guidi non solo riguardo a cosa dire, ma anche sul "come" dirlo e in quali contesti.

E' un percorso che si propone di portare l'utente ad un livello B2.

Il corso è fruibile solo da pc desktop o portatile.

## **Obiettivi del corso**

Lavori tutto il giorno in un ambiente internazionale? Desideri avere più fiducia nel gestire telefonate, riunioni o trattative in lingua inglese? Questo corso ti consentirà di affinare il tuo inglese e raggiungere i tuoi obiettivi professionali.

## **Per chi**

Il corso si rivolge a utenti che abbiano già una base d'inglese e che desiderino scrivere, telefonare e gestire delle conversazioni di lavoro in lingua Inglese e migliorare il livello della comunicazione nel proprio ambiente di lavoro.

# Agenda del corso



De Agostini  
Distance Learning

Business English



# Business English

- **A high quality, complete and unique product**
- **Based on a specifically produced sit-com**
- **Level: B2/C1 (Framework of the Council of Europe)**
- **Designed according to the BULATS certification**
- **24 Units + 8 Case Studies for more than 100 hours of activities**
- **More than 600 specific terminology items**
- **Each unit contains an episode of a video dealing with real business situations + audio and texts + business articles**
- **Each unit contains contents focusing on cultural differences (Business etiquette, cultural taboos, communication)**
- **15 activities per unit**
- **Case Studies provide a focus on different business situations and expertises (marketing, sales, HR, IT, etc.)**
- **Contextualized Dictionary (in progress)**

# Business English

## Video and exercises

The screenshot shows a web browser window with the URL <http://www.oxfordlearning.com/learning/oxford/index.html?id=4-CP/26648/1460064494954962204>. The page title is "Business English". The navigation bar includes "Lesson 3", "Unit 4 Preliminary Contact", "Tools", and "Menu".

The main content area is titled "A Conference Call". It features a video player showing three business professionals in a meeting. Below the video is a "Show Text" button.

To the right of the video is an "ACTIVITY" section with a "Directions" box. The activity asks: "Which words fit best in the sentences?". It provides a text block with several gaps: "This is to confirm that we have arranged to meet Mr. **Sto** when he is in London. He said he will be **here** and will **arrive** us in person. Remember to make a hotel **book** for him within **the** distance of our offices. I will arrange to meet him at the airport as soon as he sends me **the** of his flight details." Below the text is a text input field containing the word "John".

At the bottom of the activity section are buttons for "CLEAR", "CONFIRM", and "SOLUTION", along with navigation arrows.

The footer of the page includes "Welcome Page", "Credits", and "Exit".



# Business English

## Instructions for the activities

The screenshot displays a web browser window titled "Business English" with the URL <http://www.daskarning.it/htm/learning/level1/ingles.htm?id=CPYze9RZ7IAP00g4Y0K7e9hZJ5k>. The interface includes a navigation bar with "EXAMEN 6", "UNIT 4", "PRELIMINARY CONTACTS", "TOOL 6", and "MENU". The main content area is titled "A Conference Call" and features a video player showing a business meeting. A "Multiple Fill" dialog box is overlaid on the video, containing the instruction: "Click on the yellow dots and select one of the options." The dialog also includes a "Close" button. To the right of the video, a text box contains the question: "Which words fit best in the sentences?" and a list of words: "Miss", "arranged to meet", "He said he will be", "Remember to", "make a hotel reservation within a distance of", "I will arrange to meet him at the", "amount as soon as he sends me", "of his flight", "left". Below the text box are buttons for "CLEAR", "CONFIRM", and "SOLUTION", along with navigation arrows. At the bottom of the interface, there are links for "Welcome Page", "Credits", and "Exit". The browser's status bar at the bottom shows "Operations completed" and "Internet".

# Business English Tools: Grammar

The screenshot shows a web-based application titled "Business English" with a navigation bar for "Lesson 3" and "Unit 4: Preliminary Concepts". The main content area is titled "A Conference Call" and includes a video player showing a conference call. A "Grammar" window is open, displaying a list of grammar topics on the left and a list of exercises on the right. The exercises are numbered 1 through 4.

**Grammar Topics:**

- Adverbs of Manner
- Adverbs of Place
- Adverbs of Time and Frequency
- Be going to
- Be - Past Simple
- Clauses of Cause
- Clauses of Comparison
- Clauses of Result
- Clauses of Purpose
- Degrees of Adjectives
- Do/Does - Past Simple
- If Clauses in Indirect Questions
- Indefinite Pronouns
- Let's (Suggestions)
- Modals: Can/Have to
- Modals: Could
- Modals: Must

**Exercises:**

Which words fit best in the sentences?

**Part Single - To Have**

1. He is a very good man. He is a very good man. He is a very good man. He is a very good man.

2. He is a very good man. He is a very good man. He is a very good man. He is a very good man.

3. He is a very good man. He is a very good man. He is a very good man. He is a very good man.

4. He is a very good man. He is a very good man. He is a very good man. He is a very good man.



# Business English Portfolio

http://www.dcslearning.it/html/learning/ingles/ingles.html?titolo=CP%20v%2002%200001%201906%2019%2001 Microsoft Internet Explorer

## Business English

### PORTFOLIO

NEW

Pagina: 1 2 Accesso i risultati

	Lesson 1	Lesson 2	Lesson 3	Lesson 4	Case Study	Test
The Project Begins	3.0.0	0.0.1	0.0.4	0.0.5		
Forming a Team	3.0.0	0.0.1	0.0.4	0.0.5		
Company Brief	3.0.0	0.0.1	0.0.4	0.0.5		
Preliminary Contacts	3.0.0	0.0.1	0.0.4	0.0.5		
Company Profile	3.0.0	0.0.1	0.0.4	0.0.5		
Accessing an RFP	3.0.0	0.0.1	0.0.4	0.0.5		
Setting up a Videoconference	3.0.0	0.0.1	0.0.4	0.0.5		
Videoconferencing	3.0.0	0.0.1	0.0.4	0.0.5		
Hotel Conference	3.0.0	0.0.1	0.0.4	0.0.5		
Welcome	3.0.0	0.0.1	0.0.4	0.0.5		
Presenting the Product	3.0.0	0.0.1	0.0.4	0.0.5		
Company Organization	3.0.0	0.0.1	0.0.4	0.0.5		
From Production to Delivery	3.0.0	0.0.1	0.0.4	0.0.5		
Apologizing	3.0.0	0.0.1	0.0.4	0.0.5		
Making an Agreement	3.0.0	0.0.1	0.0.4	0.0.5		
Gathering Information	3.0.0	0.0.1	0.0.4	0.0.5		
Evaluating the Proposal	3.0.0	0.0.1	0.0.4	0.0.5		
Finalizing the Proposal	3.0.0	0.0.1	0.0.4	0.0.5		
Rectifying Errors	3.0.0	0.0.1	0.0.4	0.0.5		
Informal Business Events	3.0.0	0.0.1	0.0.4	0.0.5		
Company Sales	3.0.0	0.0.1	0.0.4	0.0.5		

Welcome Page Credits Exit

operatore-computer Internet

# Business English

## Case study: problem's data

http://www.ducklearning.fr/html/learning/analyse/finances.html?id=CP%20640770000jg1906inf957.Xls - Microsoft Internet Explorer

### Business English

Case Study  
Finance

Cost Benefit Analysis Option 2

Option 2: Hire three new salespeople and introduce new product in six months.

Option 2

	Year 1	Year 2
<b>Annual Costs (£ 000)</b>		
R&D salaries and expenses	2,600	2,700
R&D new staff training	0	0
Sales force salaries and expenses	6,000	6,100
Sales force new staff training	0.5	0
<b>Total Annual Costs:</b>	<b>8,600.0</b>	<b>8,800.0</b>

  

	Option 1	Option 2
<b>Sales (£ 000)</b>		
Year 1 Annual Sales	39,500	42,000
Year 2 Annual Sales	40,000	42,500

Activity 1 2 3 4 5

Instructions

Which of these are advantages of hiring new sales staff and which are advantages of hiring new R&D staff?

	R and D	Sales
It will enable us to bring to market more in the short term.		
It will allow us to expand and expand its market share in the long term.		
It will allow the company to become an.		

CLEAR CONFIRM SOLUTION

Welcome Page Credits Exit

Operations completed

# Business English

## Content table

	OBJECTIVES	LANGUAGE FUNCTIONS	LANGUAGE USAGE
	By the end of the unit the student will be able to recognize and comprehend language used:	Language functions taken from BEC list of requirements	Grammar points emphasized in each unit
1	<ul style="list-style-type: none"> <li>• in the protocols of introductions</li> <li>• in common application forms</li> <li>• for descriptions of companies and jobs</li> </ul>	asking for and giving personal details, asking about and describing jobs and responsibilities	general comprehension of the perfect tenses, comparison between present perfect and past simple, present perfect and past perfect, use of for and since
2	in negotiations and contracts.	negotiating contracts	talking about the future: will, going to, present continuous, present simple, shall
3	to describe and evaluate a company.	asking about and describing a company and its organisation	used to, be used to, get used to, comparative and superlative adjectives
4	<ul style="list-style-type: none"> <li>• to arrange meetings</li> <li>• for giving and receiving advice, opinions and suggestions</li> </ul>	asking for and giving opinions, agreeing and disagreeing, giving advice and suggestions	modals: can, can't, be able to (ability, permission), ought to, should, shouldn't (advice)
5	<ul style="list-style-type: none"> <li>• to arrange meetings</li> <li>• to confirm or change plans</li> <li>• in a company profile</li> </ul>	arranging and rearranging appointments and meetings, confirming or changing plans	adjectives: prefixes and suffixes, participle adjectives with –ing and –ed, linking verbs (i.e. seems happy)
6	to build, describe, and revise a business plan	planning future events and tasks, justifying decisions and past actions	passive

# Business English

## Content table

	<b>By the end of the unit the student will be able to recognize and comprehend language used:</b>	<b>Language functions taken from BEC list of requirements</b>	<b>Grammar points emphasized in each unit</b>
<b>7</b>	to arrange and participate in conferences and appointments	communicating by e-mail, telephone, video conferencing and phone conferencing	linking words and phrases: in spite of, despite, although, however, nevertheless, on the one hand, on the other hand
<b>8</b>	to discuss deadlines, supplies and deliveries	understanding prices and delivery dates, understanding common abbreviations	quantifiers – “trouble spots” – few/a few, little/a little, much/much of, most/most of, both, both of, many/many of
<b>9</b>	to arrange and the organize conferences or meetings.	arranging and organizing a conference or meeting	modals: must, have to (obligation), may might (requests, permission)
<b>10</b>	<ul style="list-style-type: none"> <li>• in an itinerary</li> <li>• for introductions and invitations</li> </ul>	welcoming a foreign visitor, inviting, accepting and refusing offers and invitations	phrasal verbs: particle shift – i.e., turn the light on
<b>11</b>	<ul style="list-style-type: none"> <li>• in the protocols of a meeting and/or presentation</li> <li>• to give and interpret data</li> </ul>	presenting and preparing a presentation for a conference or meeting; how to attend a meeting, giving and interpreting numerical data	adjectives: so, such, too, enough, e.g., She’s so foolish, She’s such a fool, It’s too shallow to swim in
<b>12</b>	to describe the organisation and structure of both American and British companies.	presenting and describing company structures and processes, understanding common abbreviations and acronyms	gerunds and infinitives

# Business English

## Content table

	OBJECTIVES	LANGUAGE FUNCTIONS	LANGUAGE USAGE
	By the end of the unit the student will be able to recognize and comprehend language used:	Language functions taken from BEC list of requirements	Grammar points emphasized in each unit
13	for production, ordering and delivery systems.	understanding and explaining a company's production, ordering, and delivery systems	relative clauses – defining and non-defining
14	<ul style="list-style-type: none"> <li>for apologies and explanations</li> </ul>	asking about and explaining errors	real conditions (1st)
15	<ul style="list-style-type: none"> <li>commercial agreements</li> <li>making and accepting offers</li> </ul>	making and accepting offers, making commercial agreements	adjectives and prepositions: e.g., afraid of, proud of
16	<ul style="list-style-type: none"> <li>presentations of a product or service</li> <li>descriptions of a product's relevant features.</li> </ul>	describing and presenting products, explaining how something works	linking words and phrases: for example, in addition, apart from, consequently, either, neither
17	<ul style="list-style-type: none"> <li>for questions about a proposal or sales presentation</li> <li>in expert reports in economics</li> </ul>	asking for and giving information about a product or a service	subjunctive (“dummy it”): e.g., It is important that, it's necessary that, it is desirable that
18	for revisions to a business proposal or presentation	understanding and talking about general business topics such as management skills, promotional strategies, business services, etc.	wish: present and future, e.g., I wish I had known, I wish she would, I wish I were

# Business English

## Content table

	<b>By the end of the unit the student will be able to recognize and comprehend language used:</b>	<b>Language functions taken from BEC list of requirements</b>	<b>Grammar points emphasized in each unit</b>
<b>19</b>	<ul style="list-style-type: none"> <li>• to take responsibility for a problem</li> <li>• to make and receive complaints</li> </ul>	making and receiving complaints, apologising and accepting apologies, finding a compromise	sentence adverbs: i.e., in fact, in reality
<b>20</b>	to express an opinion or preference	making comparisons, expressing opinions, preferences etc	unreal conditions (2 <sup>nd</sup> )
<b>21</b>	to describe and explain the present status of a company and its trends.	describing and explaining company trends, events and changes.	causative: e.g. Had her car washed, got her hair cut
<b>22</b>	to describe a company's performance and results	describing and explaining company performance and results	impossible conditions (3 <sup>rd</sup> )
<b>23</b>	in evaluating a proposal	understanding and talking about general business topics such as management skills, promotional strategies, business services etc.	reported speech: emphasis on who is saying it
<b>24</b>	<ul style="list-style-type: none"> <li>• in a letter of rejection</li> <li>• to problem solve</li> </ul>	problem solving	inversions: rarely, seldom, never, nowhere, hardly ever: e.g., Never have I seen such an impressive house

## Business English

### Content table

- Case Study 1 – Information technology
- Case Study 2 – Human Resources
- Case Study 3 – Marketing
- Case Study 4 – Finance and accounts
- Case Study 5 – Sales
- Case Study 6 – Import/export
- Case Study 7 – Logistics
- Case Study 8 – customer care

# Business English

## Content sample - Course

UNIT 15: MAKING AN AGREEMENT			
<p><b>Objectives:</b> By the end of the unit, the student will be able to recognise and comprehend the language used in:</p> <ul style="list-style-type: none"> <li>• commercial agreements</li> <li>• making and accepting offers</li> </ul>			
<p><b>Topic:</b> Buying and selling</p>	<p><b>Stimulus 1</b> John, Margaret, and Mr Ito all run into each other at the car rental at the airport in Manchester. Both John and Margaret try to convince Mr Ito to travel with them to the conference, but he decides to take a taxi.</p>	<p><b>Stimulus 2</b> • The car rental agreement The student is given the following information:</p> <ul style="list-style-type: none"> <li>• a conversation between the car rental employee and John</li> <li>• a conversation between the car rental employee and Margaret</li> <li>• a web page listing conditions and prices</li> <li>• a page from a car rental employee manual pointing out things the employee should remember and highlight (make sure the person renting is of a certain age, check all their documents etc.)</li> </ul>	<p><b>Stimulus 3</b> An article about car rentals: what you always wanted to know about renting a car – i.e. costs, filling up the gas tank, what is covered by insurance, etc.</p>
<p><b>Case Study Reference</b> 6, 8</p>	<p><b>Language Functions:</b> making and accepting offers, making commercial agreements</p>		
<p><b>Language Usage:</b> adjectives and prepositions: e.g., afraid of, proud of</p>			
<p><b>Vocabulary:</b> Who will be responsible for...?, We'll need to invest in/ spend a lot of time on/..., cover the payment, credit, payment in advance, discount, supplier, conditions, payment terms, indemnity, insurance carrier, full size/mid-size/compact car, liability, allow me to..., signatory, authorization, valid license, arrive at a compromise, deductible</p>			



# Business English

## Content sample – Case Study

CASE STUDY 5 – SALES		
<p><b>Objectives:</b> By the end of the unit, the student will be able to recognise and comprehend:</p> <ul style="list-style-type: none"> <li>• language used in analysing sales figures and distribution contracts</li> <li>• the jobs and functions of a sales manager</li> <li>• the features of a sales report</li> </ul>		
<p><b>Unit Reference</b></p> <p>1. <b>Vocabulary re-entry:</b> 1, 2, 3, 6, 8, 17, 18, 20,21,22,23, 24</p> <p>2. <b>Sales manager:</b> 5, 6, 12, 17, 21</p> <p><b>Sales report:</b> 5, 6, 18, 21</p>	<p><b>Dilemma/Problem</b></p> <ol style="list-style-type: none"> <li>1. The sales manager needs to decide to either appoint a new distributor in a specific territory, or to remain with the present distributor, whose contract is about to end. There is a new candidate, as well as the present distributor who wants to extend his contract.</li> <li>2. What has been the performance of the present distributor?</li> <li>3. Is it advisable to choose one exclusive distributor or more than one non-exclusive distributor?</li> <li>4. What would be the added expense (learning curve) of replacing the present distributor?</li> <li>5. Which references can the new candidate present? What is his market position?</li> </ol>	<p><b>Stimuli</b></p> <p>The student will be provided with the following information:</p> <ul style="list-style-type: none"> <li>• Excel™ file of present distributor's sales in the last eight quarters, as compared with his sales goals</li> <li>• company profile which includes vital information about finances</li> <li>• discussion (audio) between sales manager and present distributor about company's plusses and minuses, additional services, added value vs. competitors</li> <li>• conference call (audio) between sales manager and new bidder about company's plusses and minuses, additional services, added value vs. competitors</li> </ul>
<p><b>Language Functions:</b> understanding and explaining a company's production, ordering and delivery systems, making comparisons, expressing opinions and preferences</p>		
<p><b>Vocabulary:</b> market position, Excel™ file, territory, learning curve, added expense, exclusive/non-exclusive  <b>Re-entered Vocabulary:</b> distributor, qualifications, expertise, references, contract, I think we've covered..., terms and conditions, profit and loss statement, get a clear picture, weigh the advantages, long term/short term forecast, financial projections, equity, cash flow, working capital, balance sheet, subordinated debt, cost-effective, down time, economical, projected sales, market share, commercial/operating strategy, rethink and revise, I'm inclined to think, from a financial point of view, reputation, which would you prefer?, the short term/long term, company profile. Gross sales, net value, revenue, the figures are based on, anticipated sales, compare and contrast, we are considering, what was your impression, pros and cons, advantages and disadvantages, to shop around, reconsider</p>		