

# THE WORLD OF BUSINESS

## CHECKLIST



|   |   |                          |
|---|---|--------------------------|
| 1 | <b>In reception</b>   | <input type="checkbox"/> |
|   | <ul style="list-style-type: none"><li>• meeting/welcoming a visitor<br/>friendliness and efficiency<br/>first impressions</li><li>• small-talk<br/>asking questions<br/>question tags<br/>indirect questions</li><li>• developing relationships<br/>formal talks<br/>personal talks<br/>national differences</li></ul>  |                          |
| 2 | <b>Small talk and socializing</b>   | <input type="checkbox"/> |
|   | <ul style="list-style-type: none"><li>• making contact</li><li>• welcoming visitors</li><li>• getting acquainted</li><li>• entertaining a visitor</li><li>• eating out</li><li>• networking at a trade fair</li></ul>   |                          |
| 3 | <b>The Company</b>  | <input type="checkbox"/> |
|   | <ul style="list-style-type: none"><li>• visiting a company; showing round the premises</li><li>• company profile: departments, responsibilities, relationships, company organigram</li><li>• personal profile: title, routines, responsibilities</li></ul>  |                          |
| 4 | <b>On the Phone</b>   | <input type="checkbox"/> |
|   | <ul style="list-style-type: none"><li>• receiving and making telephone calls</li><li>• explaining the reason for your call</li><li>• asking for information</li><li>• making appointments</li><li>• taking and leaving messages</li><li>• dealing with complaints</li><li>• checking understanding</li><li>• summarizing the call</li><li>• answering machine greetings</li><li>• mobile phone calls</li><li>• tips for telephone customer care</li></ul> |                          |

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**Communicate Well in Writing**

- speaking and writing differences and similarities style and register
- letters the right address abbreviations layout joining sentences 'styled' letters planning letters
- beginning and ending letters
- giving good news/bad news
- giving reasons
- complaints and adjustments
- apologizing
- writing memos
- writing telexes and emails

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**Emails**

- introduction to emails
- formal and informal emails
- enquiries
- requesting action
- exchanging information
- making and confirming arrangements

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**Customer care**

- introduction to customer care
- face to face with customers
- dealing with customers on the phone
- call centres
- delivering customer care through writing
- dealing with problems and complaints

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**Technical English (for beginners)**

- explaining processes
- flow charts
- giving measures
- calculating measures
- product description
- features and specifications

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**English for engineering (advanced)**

- describing advantages of technology used
- materials technology
- components and assemblies
- engineering design
- technical problems
- technical development
- procedures and precautions

- monitoring and control
- experiments and their evaluation
- discussing suitability

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### Accounting



- introduction to accounting
- financial statements and ratios
- tax accounting
- auditing
- management accounting
- investment

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### Reports and summaries



- writing vs. telling
- keeping it brief
- first things first
- a company report
- passive voice
- reported speech
- punctuation
- summaries and note-taking
- summarising a conversation
- summarising a message orally
- writing reports and summaries
- describing technical procedures

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### Human Resources



- job descriptions
- job ads
- writing CVs
- job interview
- employment contracts
- HR development
- salaries and fringe benefits
- salary reviews
- labour relations

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### Meetings



- arranging a meeting
- starting a meeting
- stating the objectives
- reporting progress
- explaining cause and effect
- interrupting and dealing with interruptions
- comments and contributions
- expressing strong and tentative opinions
- agreeing and disagreeing
- summarizing
- ending the meeting

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### Presentations



- planning and preparation
- welcoming the audience
- introducing and outlining your presentation
- body language
- linking and signposting
- presentation tool
- using appropriate numbers
- describing graphs and charts
- describing trends
- concluding a presentation
- handling questions
- dealing with interruptions

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### Negotiate a Good Deal



- point of views
- preliminary talks
- planning and preparation
- BEST negotiating strategy (B for "Building relationships"; E for "Exchanging information"; S for "Structured bargaining"; T for "Total commitment")
- negotiation techniques
- formal and informal levels of negotiations
- making contracts
- communications skills (listening, asking questions)

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### Marketing and advertising



- corporate identity
- finding customers
- planning a marketing strategy
- creating ads
- marketing tools
- presentations
- trade fairs

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### Sales and purchasing



- jobs and responsibilities
- new contacts
- offers
- negotiations
- orders
- customer care

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### Real estate industry



- working in real estate, housing and the property market
- describing properties
- dealing with customers
- aspects of letting
- talking about construction

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### Intercultural communication



- know your own culture
- important differences

- making contact and socialising
- negotiating with other cultures
- communication skills (listening, asking questions, etc.)
- using the right language
- working with Americans
- working with French
- working with Russians
- working with Chinese
- working with Arabs (Saudi-Arabia)
- working with Germans
- working with Italians
- working with Poland
- working with India
- working with Japan
- working with Britons
- working with Britons
- working with Brazil

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### English for the hotel industry



- introductions
- the check-in
- the hotel bedroom
- bathroom and porter
- services in the hotel
- location of facilities
- room service
- problems and solutions
- taking bar orders
- in the restaurant
- places to visit
- enquiries
- using the phone
- the check-out

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### International restaurant English



- restaurants and their services
- on a restaurant table
- reservations
- directions
- receiving the customer
- taking orders
- explaining dishes
- during the meal
- drinks
- talking about money
- complaints
- banqueting arrangements
- breakfast
- applications