

## **Business English I**

Corso di Laurea Magistrale, Economia e Management

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**Programme 2019/2020**

### **Text Book**

**Barry Tomlin**, Key Business Skills, Harper Collins Publishers

### **Topics**

#### **NETWORKING**

##### **Unit 1 Introductions**

A How to introduce yourself: the elevator pitch; making a good first impression

B How to describe your current project: PAPO

##### **Unit 2 Listening**

A Active listening: 4 types of listeners, showing interest

B FACE

##### **Unit 3 Small talk**

A How to start a conversation: 5 areas of experience

B How to avoid causing offence: cultural fault lines, asking about sensitive topics

#### **PRESENTATIONS**

##### **Unit 4 Presentation Organization**

A How to structure your presentation: the 3 Ss technique

B How to deal with questions and interruptions: the four answers technique

##### **Unit 5 Preparation and delivery**

A How to prepare: 3 key principles (aims, organization, audience), techniques for keeping the audience's attention

##### **Unit 6 Presentation style**

A Presentation delivery techniques: the 6 techniques

B Voice and visuals: how to use the voice and the visuals

#### **MEETINGS**

##### **Unit 7 Running a successful meeting**

A Setting the agenda: key factors for a successful meeting, the Agenda

B Taking the minutes and keeping control: What? Who? When?, how to keep in control of the meeting

##### **Unit 8 Participating in meetings**

A Making your point in meetings: how to make your point

B Giving your opinion: 8 tips

### **Unit 9 Conference calls**

A Taking part in conference calls: problems of conference calls and advice

B Taking part in video-conference calls: how to make a successful call

## **NEGOTIATIONS**

### **Unit 10 International negotiations**

A Presenting your organization: 8 ways to impress the other negotiator

B The 5 stages of negotiation: prepare, explore, propose, bargain, agree

### **Unit 11 Negotiation Styles**

A Preparing and exploring: what each stage involves

B Proposing and bargaining: the rules

### **Unit 12 Closing the negotiation**

A Reaching an agreement: alternatives when an agreement isn't reached

B Dealing with last minute problems: solutions