

Business-English (US) – Spoken, Conversation Language

Duration: 40 hours

Business Communication today demands more attention than ever before. As the Business World is becoming a flatter Playing Field each year, Cross-Border, Cross-Culture as well as Inter-Corporate communications is becoming the flavor of the day.

To remain a competitive player in this field, we have to adopt for ourselves the ‘Constant Learning Mode.’ Effective Communication holds the key to success in gaining that added Edge and Value to your Career.

What you will achieve by the end of this Course:

- A qualitative advantage in Business Communication.
- Body Language and Gestures across Indian and American Cultures.
- How to make more effective, precise, and convincing Presentations.
- A better knowledge of and proficiency in the use of common Business Terminologies and Jargon.
- Improved Clarity in planning and delivering Business Speeches and Promotional s.
- Greater confidence and practical Skills for participating in Business Discussions and Debates.
- Improved Skills in ‘asking the right questions at the right time’ to steer the flow of discussions.
- Improved Skills in facilitation and Team-building.

In putting together course material that specially suits your requirement, I will be gleaning relevant material from across a range of Training Manuals that are in keeping with Current International Standards in the Field of Business Communication.

These will include:

- a) Cambridge BEC course material, Cambridge University Press. (Business English Certificate)
- b) Professional Perspectives, by Chris Sion
- c) International Business Role Plays, by David Kerridge
- d) 3 –D Presentations, by Herbert Lee
- e) Objectivity and Communication, Fundaec University Press.

Methodology we will be using:

- Dynamic situational Role-plays
- Making mock-presentations
- Debating on topics related to Business Communication
- Occasional Home assignments to research on specific topics
- Systematically building a Functional vocabulary and ‘Phrase bank’ for effective Business Communication.
- Stimulating Conversations on a range of Topics related to Business Communication, to create a degree of ease in communicating and expressing one’s views and opinions.
- Comparisons of verbal as well as written styles across the Indian and American Cultures in Business Communication.
- Miscellaneous Subjects relating to Business Communication.

Linguistic Skills Training offered by Human Base India Inc. for individuals

Instructor-led interactive classroom training options:

Option 1. Weekend batch: 2 hours each on Saturday and Sunday /only Saturday/only Sunday

Option 2. Fast-track batch: 4 hours a day – Monday to Friday

Option 3. Weekday batch: 2 hours every day Monday to Friday - morning or evening