Part 1 – Business English

Unless noted with “EIT (English for International Tourism)” or a link to YouTube, topics can be found in In Company (IC).

Networking/making contacts

* Topics that are considered safe, interesting, conversation killers, a bit risky, or taboo when you meet some business people at a conference for the first time.
* Expressions to use in a business conference to open a conversation, keep it going, and politely end it.
* In Company Interview on Making Contacts. See video under File on Teams.
* Tips for networking: <https://www.youtube.com/watch?v=OVf5c7NthSw>
* Name 4 types of networkers and describe them.
* 4 rules mentioned on “From Small Talk to Big Talk” article.

Phone calls/General Conversations

* Top phone interview tips: <https://www.youtube.com/watch?v=8r4X84HoJfU&t=25s>
* Phrases and expressions to use when you understood differently, didn’t hear, didn’t understand.
* The L.I.S.T.E.N. method.
* Polite expressions to make requests
* Useful expressions in ending a phone call
* 4 basic types of communication styles, and describe the character trait associated with each style

Business Travel

* Bruce Tulgan’s Top Tips
* Describe a nightmare journey of a business traveller (IC, p. 130).
* Travel terms in American vs. British English

Decision-making/Problem-solving

* The stages in a decision-making process and sample statements made at each stage.
* Decision-making is cultural. Explain with examples. (See In Company book audio file 1.38).
* 4 steps in problem-solving, actions to take and expressions to say in each step.

Meetings/Telecommunications

* Meetings on the run: what to do.
* Top tips for successful meetings; Dos and Don’ts for Chairing a Meeting (EIT)
* What normally happens in meetings and what expressions can you use in each case?
* Most common complaints about meetings
* Ways to interrupt or prevent interruption in meetings, and expressions to use
* How to have a hybrid meeting: <https://www.youtube.com/watch?v=qRSrgLtok7I&t=3s>
* How to make virtual meetings feel more real: <https://www.youtube.com/watch?v=zchEneW2890&t=103s>

Cross-cultural interactions

* How long it takes different nationalities to get down to business.
* Different dilemmas one may encounter in doing business with other cultures. What to do. (pp. 129, 137, 140, In Company)
* Meetings across culture – compare meetings in Saudi Arabia, Germany, Brazil, and China.
* Cross-cultural Quiz on eating out, table manners, etc.
* Doing business in China, India, and Russia (See Market Leader (ML) Handout under Files; ML audio : https://www.youtube.com/watch?v=kfkWjsnME3M&t=2443s).
* Power Distance, and where would different countries place on Hofstede’s Power Distance scale?

Emails and snail mails

* What business people say about what they love and hate about emails.
* Email etiquette: <https://www.youtube.com/watch?v=1XctnF7C74s>
* What people like and dislike about emails (In Company audio file 2.08).
* Useful guidelines in writing emails and reasons for following them.
* Expressions used in business letters versus in an email; informal vs. formal expressions when writing letters.
* Informal email expressions and their functions
* Examples of snail mail. Describe them.
* Linguistic features of a contract (EIT)

Presentations

* How to make a presentation that doesn’t stink: <https://www.youtube.com/watch?v=sQzD3st8mTk>
* The 4 Cs of Presenting with Impact.
* Basic structure of a presentation and phrases/expressions to use for each part.

Team Interactions

* Dan Pink on Motivating Your Team and on the Puzzle of Motivation: <https://www.ted.com/talks/dan_pink_the_puzzle_of_motivation?language=en>
* Qualities of an ideal team-player.
* Factors that may motivate someone to work harder (Market Leader Handout under Files)
* 3 management styles and Lauren Mackler on managing up: <https://www.youtube.com/watch?v=_phIsQ9BKSw&t=64s>
* Strategies to use to influence a colleague.
* Examples of tricky conversations; 3 things that happen in difficult conversations and how to guard against them.
* PPR technique
* The Dos and Don’ts on being assertive

Negotiations

* 10 things to remember about language of diplomacy
* 6 stages of negotiation and what to say in each stage.
* Also uncovering interests in negotiations.
* Some views on how to negotiate (IC audio file 2.49-2.51).

Others

* Expressions to use as a host or guest during a business lunch/dinner.
* CV/resume writing: <https://www.youtube.com/watch?v=UP-S9rvAYYo> and <https://www.youtube.com/watch?v=Jd4Wn4rLsms>
* Maintaining and improving a website and improving website traffic (EIT)

Part 2 – English for Tourism (All topics are discussed in EIT, unless otherwise noted).

* Chinese Tourists: 1) Characteristics of Generation X vs Y, 2) Chinese visitor fact file, and 3) myths about the Chinese tourist (<https://www.mckinsey.com/~/media/mckinsey/industries/travel%20logistics%20and%20infrastructure/our%20insights/huanying%20to%20the%20new%20chinese%20traveler/chinese-tourists-dispelling-the-myths.pdf>)
* History of Tourism
* Maintaining and improving a website and improving website traffic
* Describe the features of the most innovative hotels: <https://www.youtube.com/watch?v=sK8PafHNx4c&t=48s> and future technological developments in hotel rooms (audio 3.3 of EIT)
* What would you find in a business plan?
* Sustainable travel tips: <https://www.youtube.com/watch?v=MdV8BSHTrJ4&t=160s>
* The worst airports: <https://www.youtube.com/watch?v=FOFERdPi19U>
* What makes a good airport? (Refer to reading and audio 5.1)
* How to be a good tour guide.
* Features of a contract.
* The most common interview questions and what to do before, during and after an interview.
* Things to do and not do when writing a CV. Also: <https://www.youtube.com/watch?v=Jd4Wn4rLsms> and <https://www.youtube.com/watch?v=UP-S9rvAYYo>