

**Advanced Business English Program for Global Trade Professionals**

*This program is designed to build competencies in English specific to the needs of trade professionals. Through intensive English training, simulated business scenarios, and occupational specific language, participants will simultaneously improve their English abilities (in the areas of writing, reading, speaking, and listening) and their international business knowledge in the areas of international negotiations, international finance, and business planning. Students will have intensive workshops in leadership and entrepreneurship, and meet with industry professionals to gain first-hand knowledge. Students will leave with increased competencies in professional English and skills targeted to the business environment. The program will help students gain competencies and confidence necessary for situations encountered by global trade professionals including: presentations, negotiations, meetings, preparing reports, networking skills, and business communications*.

**The Program**

This program consists of three main courses and experiencial learning opportunities for students with local businesses, skill applications to real case scenarios, and simulated business environments. There are three courses in the program:

* **Business English**
* **International Business Strategy**
* **Current Topics in International Finance & Trade**

**Business English Course Learning Outcomes:**

Upon successful completion of this course, the student will be able to reliably demonstrate competencies and see improvements in the following areas:

* To be able to interact with a degree of fluency and spontaneity that makes regular interaction, and sustained relationships with English speakers possible without imposing strain on either party.
* To be able to highlight the personal significance of events and experiences, account for and sustain views clearly by providing relevant explanations and arguments.
* To be able to use phrases and expressions to state and ask for opinion, interrupt and handle interruptions, ask for and give clarification, delay decisions, emphasize a point, summarize what has been said, end the meeting.
* Apply communicative strategies for understanding positions and expressing agreement and disagreement in a professional manner.
* Distinguish between facts and opinions.
* Employ the use of language strategies for describing processes or instructions related to everyday situations or personal relevance.
* Communicate and evaluate opinions, ideas, preferences and goals in short conversations, online interactions and written texts.
* Write persuasively integrating graphs and figures.
* Define unfamiliar words from context to expand vocabulary.
* Understand the process of decision making, involving consultation with staff and drawing up a plan of action

**Essential Employability Skills:**

This course will contribute to the development of the following essential employability skills outcomes:

* Communicate and respond clearly, concisely and correctly in the written, spoken and visual form in a manner that ensures effective communication.
* Interact with others in ways that contributes to effective working relationships and the achievement of goals.
* Demonstrates respect for the diverse opinions, values, belief systems and contributions of others.
* Demonstrate the use of professional communication skills in business applications: presentations, e-mails, meetings, interviews, and networking events.
* Use a variety of critical thinking skills to anticipate and solve problems while taking responsibility for one’s own actions, decisions and consequences, including managing the use of time and other resources to complete projects.

**Thematic Content**

**Current Issues in International Finance**

*Currency Exchange Rates*

*Trade Agreements*

*Cryptocurrencies*

*Positive Impact Principles & Development Financing*

*Internet Financing*

*Global Supply Chain Management*

*Financing Sustainabilty*

**International Business Strategy**

*New Market Entry Strategies*

*Political, Economic, Social, Technological, Environmental and Legal Framework Analysis (PESTEL)*

*Partnership Models*

*Business Planning Cycle*

*Writing a Strategic Business Plan*

*Business Analytic Tools (SWOT, TOWS, Vlue Proposition Map, etc.)*

*Case Study Analysis*

**Business English**

*Applications and uses of common business idioms: video presentation*

*English for Negotiations: vocabulary, strategy, and simulated negotiations.*

*English for Business Meetings: vocabulary, idioms, expressions, speaking and listening*

*English for Leadership: decision making project*

*Intercultural Communication: readings, interviews, and presentations*

*English for Understanding Trade Documents: Vocabulary development in legal and financial terminology, and reading*

*English for Business Case Studies: Reading and understanding facts and figures, Vocabulary, framework, idioms, and writing.*

*For the complete program costs, inclusions and details, please contact at* [*internationalworkforce@georgiancollege.ca*](mailto:internationalworkforce@georgiancollege.ca)