

Certified Course

Training on English for Corporate Communication

Date: 10 August 2018. **Duration:** 1 Day **Time:** 9.30am to 5.30pm **No of Classes/ Session:** 4 Sessions **Class Schedule:** Friday **Total Hours:** 8 Hours **Last date of Registration:** 08 August 2018 **Venue:** Academy of Learning Limited, 115, Kazi Nazrul Islam Avenue, Bangla Motor, Dhaka-1000. **Contact:** +88 01708 545299 e-mails- training@aolbd.com **Training price:** 4000 + 15 % VAT (15 % VAT is applicable in every purchase) **Label of Participant:** Senior and mid level employees or as deemed appropriate by the concern Authority **Boarding:** Training materials - Folder, Writing Pad & Pen, Certificate with Folder, Lunch and two times Tea-Snacks would be provided during the training period.

Introduction: In a world with ever-growing levels of globalization and interconnectivity, the importance of prompt and appropriate forms of communication increases rapidly. With trade relations between companies from all over the world, the need for a common language to communicate is undeniable. English is the language mostly used between any internationally acting company and agent. Therefore, the knowledge of English that is specially used within business contexts is very important. Improving your personal skill of business English or corporate English can have a high impact on your career, whether you are just at the beginning of it and start learning or whether you want to improve your already existing skills.

Corporate English is considered a special branch within the general studies of English due to the use of special-ized vocabulary and jargon. A good grasp of the knowledge of English in general as well as a deep understand-ing of special forms are needed to successfully build a career in an international environment. This knowledge is important for both written and oral forms of communication, such as email, letters, phone calls, meetings, presentations and many more.

Most certainly, you are asking yourself the question how far corporate English varies from general English if there are more similarities than differences. Even if you have tremendous English skills, you might lack specific knowledge of English that is used in a corporate world or business and trade environment. Business English courses focus on skills that are applicable to the workplace, on special vocabulary that you might encounter during phone calls, negotiations, meetings, etc. and also on general topics that occur within international trade relations.

This course is designed for the EFL (English as a Foreign Language) learners of Elementary & Mid-level for their professional development. This course deals with the basic English necessary to deal the daily activities at the work place. It is aimed to cover corporate communication essentials, writing & speaking skill along with the special emphasis on related linguistic items, phrases & vocabulary and some other general aspects of English for daily corporate communication

Facilitating Method Audio-lingual method (For pronunciation specially), Inductive Method for grammar, Situational Language Teaching, Participant-Centered Approach, CLT, Inquiry-Based Learning, Predict, observe, explain.

Course Objective

- To develop the writing skills to enable them to respond to input applying information to a specified task, to elicit, to select, to summarize information from business correspondence.
- To develop the speaking skills to enable them to communicate English for professional purposes.
- To develop the general capacity to a level that enables them to use English (in writing, speaking & understanding) in their professional environment

Course Contents

Module-1: Insight thought of Communication & Business Communication

- Concept of communication;
- Communication Planning;
- Business Communication in a Corporate function;
- Business communication – The basic purposes in the organization;

Module-2: Communication Model, Techniques & Strategies

- Monroe's motivated sequence;
- Creating a value proposition;
- The Johari window: An active communication Model;
- The Betari box;
- Communication Value Chain;

Module- 3: Flash up on language

- Productive & receptive skills in English language

Module-4: Business writing for day to day corporate Communication

- Writing Tools:
- Writing Tool-1: Email;
- Writing Tool-2: Business Letter; Writing Tool-3: Memo;
- Writing Tool-4: Minutes;

Module – 5: Verbal Communication (Speaking)

- Communication for Conducting Meeting;
- Business Presentation: Self-Management, Audience;
- Management, Logistic Management;

Module –6: Avoiding Common Error

- Error in vocabulary;
- Error in grammar;
- Error in pronunciation;

Module-7: Application of Communication in Corporate environment

- Communication in Conflict resolution;
- Major communication barriers;
- Strategies for overcoming language barriers.

Facilitator Biography: Ms. Tiash Mahjabin

Tiash Mahjabin is a Trainer of Business communication & Eng. Language, having more than 7 years' experience in English Language Teaching and Training. She has her expertise in CLT [Communicative Language Teaching] method of Teaching and Learning & different EFL (English as a Foreign Language) training methodology

She designed and conducted different English Language Courses & workshops concentration on ESP [English for Specific Purpose] based outline what leads to fulfill the customized demand of different group of professionals. She facilitated many sessions as Public Program as well as customized corporate programs for different corporate. She takes session at BUTex.

Ms. Mahjabin has experience and expertise in designing and facilitating workshops, trainings and short courses on 'English at Work Place', 'Business English for Professionals', 'Corporate English', 'English in Day to Day Use', 'English Grammar for Corporates', 'Business English Writing', 'English in Regular Conversation in Corporate', 'Pronunciation in British Accent', 'Pronunciation in American Accent', 'Easy way of learning Phonetics' & 'Common Mistakes in Business English' etc. She facilitates both public & corporate programs personally & under the banner of WARD, bdjobs, BJTI.

Academically Ms. Mahjabin holds an M.A. in Applied Linguistics & English Language Teaching (ELT). Prior to this she has an M.A & B.A. in English Language and Literature. She has also completed Post Graduate Diploma in HRM (PGDHRM) and Graduate Diploma in HRM (GDHRM). She is pursuing her MBA in HRM. She is pursuing TEASOL in Business English. She has some research based works on "Theories of Adult Learning, Inductive method of grammar enhances learning, "Learning Strategies In SLA (English as a second language)" "Impact of CLT method in EFL classes". She served as an English Language Teacher for Maple Leaf International School for 4 years. She is competent in Pronunciation both in British and American accent.