

campuscambra

## INTERCULTURAL COMMUNICATION SKILLS

Business English Training

Octubre 2021

Programa de **Direcció i Formació especialitzada**



Yes, we do Business  
**English!**



Cambra de Comerç de Barcelona

It is an English-speaking language training **focused on presentation skills with a Business goal.**

This Business immersion training program is designed so that all professionals practise the learnt integrated techniques and strategies in the field of business, from creating a company to presenting it in a multicultural Business scenario, so each participant gets to feel & realise the difference it represents.

The main objective is to practise the speaking skill needed to become familiar with the English role any participant might be exposed to when (starting) working for any International company in Spain or abroad. All of us should be capable of expressing, developing ideas and making decisions using fluent English no matter whether it is your L1 (first language) or your L2 (foreign language).

## **METODOLOGIA**

### **In-session teaching foundations:**

- To use the active listening technique: Confirming understanding, checking and clarifying information.
- To become aware of functions of Business English core: making comparisons, describing trends, working on business cases.
- To learn by doing methodology "Practice makes perfect" using the TBL methodology: Teaching Based Learning.
- Formative assessment vs by end of each daily training session.
- To learn and apply the language communication techniques internationally.

### **Core Skills BUSINESS scenario:**

- To participate in brainstorming and meetings.
- To present (new) business ideas.
- To learn and practise the active listening technique.
- To become aware of what intercultural communication concept is.
- To deal and negotiate in business scenarios.
- To select and activate the formal language approach.

### **Training scenarios:**

- Work roles.
- Work scenarios.
- Culture differences learning.
- Intercultural communication.
- Communicating internationally.
- Working internationally.

## **OBJECTIUS**

1. Learn and use the language skills needed to give a proficient presentation in English.
2. Learn to open up and mingle in English 100% assertively, formally and informally.
3. Learn to act professionally and deal with any international business English situation confidently.

## **DESTINATARIS**

Sales & Market developers, Import & Export business.

## **PROFESSORAT**

**Elisabet Camprubí** - Directora i professora de BECE - Global English Services

**Catalina Sastre** - Professora i traductora de BECE - Global English Services

**Jorrit Castelein** - International Business Developer

**Eugene Scotcher** - General Manager in American & Asian countries



## Programa

### **Products & Services**

Session based on a business presentation, the participant will design a company's product or service using the English key language provided to perform a business case role-play.

### **Trends & Markets**

To explain your target by identifying and detailing the market aim for your product or service.

### **Pricing & Cost Accounting**

To defend the product or service by becoming aware of the English language used when pricing, budgeting and presenting graphs in any business scenarios.

### **The process I & II**

To become aware of what process and procedure are by using the needed language to meet the participant business goal and by describing the product or service in live.

### **Meetings and Sales**

To identify the language needed to talk about market concepts, sales, distribution channels and logistics by performing a Business meeting speech.

### **Presentation & Intercultural communication**

To learn about Intercultural communication dimensions and the strong connections at doing business with other cultures, where English and cultures mindset differences take place via role-play to foresee the encounter business issues.

### **Real business project presentation**

Participants learn how to improve their English presentations by preparing their presentation from product to sales via putting into practice the learning gained during the week to meet a business presentation goal in front of an external businessman in live.

- Presentation skills
- Key language and register expected
- Pronunciation skills and interferences
- Presentation skills – sequences, connectors and audience attention

## DURADA I CALENDARI

Del **25 al 29 d'octubre** de 2021 (30 hores).

Horari de Dilluns a Dijous de 09.30 a 13.30 i de 15.00 a 17.00, i divendres de 09.00 a 15.00

## LLOC DE REALITZACIÓ, MATRÍCULA I INSCRIPCIONS

Cambra de Comerç de Barcelona  
Av. Diagonal, 452 - 08006 Barcelona

El preu de la matrícula és de **650 euros** (exempt d'IVA).

La plaça es confirmarà un cop l'alumne hagi emplenat i retornat el qüestionari d'Anàlisi de Necessitats i realitzat una entrevista personal amb el formador per definir nivell del grup ( B1 > C1 ).

## AJUTS A LA FORMACIÓ

- Possibilitat de **bonificar part de l'import de la matrícula del programa** segons l'establert per la *Fundación Estatal para la Formación en el empleo*.

Des de la Cambra us podem fer aquest tràmit.

Per gaudir d'aquest servei, caldrà:

- Inscriure's al programa.
- Entrar a l'apartat de bonificació de la formació de la pàgina web de la Cambra de Comerç de Barcelona **www.cambrabcn.org**
- Donar i reenviar la informació sol·licitada deu dies abans de la data d'inici del curs
- Assistir, com a mínim, al 75 % de la formació.

## Més informació i inscripcions



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