

## **American Business English & Cross Cultural Communications**

### **Core Courses:**

#### The Language of American Business

Learn the common language used in American business through interactive exercises, discussions, case studies, writing and oral presentations. A comparative approach will be used, exploring differences in styles and practices in international business.

#### Marketing Basics

Understand the process of selling and purchasing goods from producer to consumer in U.S. markets, including current trends and principles using real world examples. Students will establish the location of a market for a product or service and do a comparative analysis with other products and services.

#### English for the Real World

Includes 20 lessons that take the learner everywhere from the bank to the theatre to a business meeting. Students learn how to hear and understand the authentic language of work, restaurants, social situations, and street talk.

#### Cross-Cultural Communications

Emphasizes the oral communication skills most needed for international business. Students gain confidence in conducting meetings, teleconferencing, negotiating, and in making presentations in a global market.