BUSINESS ENGLISH
ADVANCED COURSE C1-C2

This advanced-level course goes beyond traditional language instruction to equip participants with the tools they need to excel in various business contexts. Our curriculum covers the following key areas:

1. Advanced Communication Strategies:
   - Effective communication in the workplace
   - Leading and engaging in business meetings
   - Proficient negotiation techniques
   - Strategic problem-solving in business settings
   - Polished business phone conversations

2. Presentation Skills:
   - Organizing ideas for impactful presentations
   - Designing compelling presentation slides
   - Utilizing signposting for clarity
   - Creating and discussing visual aids
   - Delivering presentations with confidence and engagement
   - Enhancing nonverbal communication skills
   - Responding adeptly to questions

3. Professional Branding:
   - Crafting impressive resumes and CVs
   - Writing persuasive cover letters
   - Navigating the intricacies of job applications
   - Leveraging LinkedIn for professional growth
   - Building and expanding professional networks

4. Mastering Business Correspondence:
   - Advanced business email and letter writing
   - Adapting language for various purposes
   - Attaining precision in professional writing
   - Cultivating an appropriate tone and style
   - Handling complex situations through writing

5. Exploring Advanced Business Topics:
   - Analyzing marketing strategies
   - Unveiling the art of persuasive advertising
   - Crafting compelling sales pitches
   - Understanding leadership principles and styles
   - Ethical considerations in the workplace
   - Navigating the landscape of Artificial Intelligence in business