

# Welcome to the Business English Course for Professionals

## Are you ready

to step out of your comfort zone, sharpen your skills, and speak the language of success? This is your first step toward becoming the professional communicator you've always wanted to be."

## About The Course

This course has been carefully designed to give you the tools, language, and confidence you need to succeed in today's business world..



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Mr. Marion English Trainer

# Who is this course for?

01

Professionals who want to improve their business communication.

02

People preparing for international careers or global companies.

03

Entrepreneurs and managers who need to network, negotiate, and present ideas clearly.

04

Anyone at B1–B2 level (intermediate and above) who wants to speak and write more confidently in English at work.

# The Purpose of the Course

**01**

Communicate with confidence in professional situations such as meetings, negotiations, and networking events and develop fluency and accuracy in both spoken and written business communication.

**03**

Write professional business documents, including emails, reports, and proposals, with clarity and impact and improve your ability to problem-solve and make decisions in English under real workplace conditions

**05**

Boost your career prospects by gaining the language skills that employers value in today's competitive job market..



Master essential business vocabulary and expressions that are frequently used in international companies and enhance your cross-cultural awareness, so you can work smoothly with colleagues and clients from different backgrounds...

**02**

Strengthen your presentation skills so that you can deliver ideas persuasively and effectively.

**04**

# Course Format of the Business English for Professionals

01

## Self-Study Plan

Perfect for professionals who want to learn at their own pace.

What you will get:

- 20 hours of recorded lessons on the website across 10 units
- 10 quizzes, one after each unit
- 10 in-session worksheets
- Access to the Business English self-study WhatsApp group
- Certificate of completion

02

## Premium Guided Plan

Perfect for professionals who want self-study plus live speaking practice and instructor support.

What you will get:

- 20 hours of recorded lessons on the website across 10 units
- 20 hours of live Business English conversation sessions on Zoom with an instructor
- 10 quizzes, one after each unit
- 10 reflection sheets
- 10 in-session worksheets
- 10 project sheets
- Final project assessed by Mr. Marion
- 10 e-books with more than 600 Business English words and expressions
- Certificate of completion

03

## Private Executive Plan

Perfect for professionals who want the most personalized and intensive learning experience.

What you will get:

- 20 hours of recorded lessons on the website across 10 units
- 20 hours of private 1-to-1 Business English conversation sessions on Zoom with a professional instructor
- 10 quizzes, one after each unit
- 10 reflection sheets
- 10 in-session worksheets
- 10 project sheets
- 10 full feedback reports
- Final project assessed by Mr. Marion
- 10 e-books with more than 600 Business English words and expressions
- Certificate of completion

# Course Session Overview

**session**  
Professional Introductions & Networking  
Practical : Building Strong Organizations

1

**session**  
Effective Meetings: Leading & Participating  
Practical : Mastering Money & Finance in Business

2

**session**  
Professional Writing: Emails & Short Reports  
Practical : The Power of Brands in Business

3

**session**  
Digital Etiquette ;Phone & Video Communication  
Practical : Smart Advertising & Marketing Strategies

4

**session**  
Presentations: Structure & Openings  
Practical : Navigating Cultures in the Workplace

5

**session**  
Presentations: Data, Visuals & Q&A  
Practical : Human Resources & Talent Development

6

**session**  
Negotiation & Persuasion  
Practical : Competing in International Markets

7

**session**  
Emotional Intelligence at Work  
Practical : Inspiring Leadership & Management Styles

8

**session**  
Problem Solving & Crisis Management  
Practical : Winning Through Competition

9

**session**  
Final Presentations & Course Wrap-Up  
Practical : Business Ethics & Corporate Responsibility

10



# **Professional Introductions & Networking**

## **Practical : Building Strong Organizations**

This session introduces participants to the importance of professional introductions and networking as essential skills for personal and organizational growth. Learners will practice presenting themselves effectively, building meaningful connections, and understanding how strong networks contribute to resilient and successful organizations. The session blends theory with practical activities to ensure participants can confidently apply networking strategies in real-life professional contexts.



# **Professional Introductions & Networking**

## **Practical : Building Strong Organizations**

### Aims:

1. To highlight the role of professional introductions and networking in career and organizational success
2. To develop participants' skills in introducing themselves clearly and professionally.
3. To provide practical strategies for building and maintaining strong professional relationships
4. To connect networking practices with the broader goal of creating sustainable, collaborative organizations.

### Learning Outcomes :

(By the end of the session, participants will be able to):

- Confidently introduce themselves in professional contexts.
- Apply networking techniques to expand and strengthen their professional connections.
- Recognize how networking contributes to building strong and resilient organizations.
- Demonstrate practical skills in initiating and maintaining professional conversations.



# **Effective Meetings: Leading & Participating**

## **Practical : Mastering Money & Finance in Business**

This session explores how to conduct and participate in effective meetings while connecting these skills to financial decision-making in business. Participants will learn techniques for planning, leading, and contributing productively in meetings. The practical focus highlights the importance of financial literacy, enabling learners to confidently engage in discussions about money, budgeting, and finance within organizational contexts.



# **Effective Meetings: Leading & Participating**

## **Practical : Mastering Money & Finance in Business**

### Aims:

1. To develop participants' skills in leading and participating actively in professional meetings
2. To provide practical strategies for improving meeting structure, time management, and outcomes
3. Introduce essential financial concepts that support decision-making in meetings.
4. To build confidence in discussing money and finance as part of professional collaboration..

### Learning Outcomes:

(By the end of the session, participants will be able to)

- Plan and structure effective meetings with clear agendas and outcomes.
- Lead or participate constructively, ensuring balanced contributions.
- Apply strategies to make meetings more engaging and results-driven.
- Understand and use key financial terms in business discussions.
- Demonstrate confidence in addressing financial topics during professional interactions.



# **Professional Writing: Emails & Short Reports**

## **Practical : The Power of Brands in Business**

This session focuses on developing strong professional writing skills, particularly in crafting effective emails and concise business reports. Participants will learn how to communicate with clarity, professionalism, and impact in written form. The practical component links writing to the business world, showing how branding influences communication, reputation, and organizational success.



# **Professional Writing: Emails & Short Reports Practical : The Power of Brands in Business**

## Aims:

1. To build participants' ability to write clear, professional emails for different business purposes
2. To practice structuring short business reports with precision and clarity.
3. To highlight the role of professional writing in supporting brand image and business success.
4. To connect effective communication with the power of branding in creating trust and loyalty...

## Learning Outcomes:

(By the end of the session, participants will be able to):

- Write professional emails that are concise, polite, and purposeful.
- Produce short business reports with clear structure and logical flow.
- Apply best practices in tone, style, and format for different audiences.
- Understand how professional writing contributes to a strong brand identity.
- Recognize the influence of branding on business communication and customer perception..



# **Digital Etiquette ;Phone & Video Communication**

## **Practical : Smart Advertising & Marketing Strategies**

This session develops participants' skills in handling professional phone calls and video communications with clarity, confidence, and professionalism. Learners will explore strategies for effective virtual communication, including tone, body language, and etiquette. The practical component introduces advertising and marketing strategies, showing how strong communication skills directly support impactful business promotion and customer engagement..



# Digital Etiquette ;Phone & Video Communication

## Practical : Smart Advertising & Marketing Strategies

### Aims:

1. To strengthen participants' ability to communicate effectively over phone and video platforms.
2. To introduce techniques for building rapport, clarity, and professionalism in virtual communication.
3. To explore the connection between communication skills and successful marketing strategies.
4. To provide practical tools for creating and delivering smart advertising messages.

### Learning Outcomes:


(By the end of the session, participants will be able to):

- Conduct professional phone and video communications with confidence.
- Apply effective tone, clarity, and body language in virtual conversations.
- Use strategies to overcome common communication challenges in remote settings.
- Understand the principles of smart advertising and marketing in business.
- Demonstrate how strong communication enhances marketing impact and brand image...



# **Presentations: Structure & Openings Practical : Navigating Cultures in the Workplace**

You can simply impress your audience and add a unique zing and appeal to your Presentations. Easy to change colors, photos and Text. Get a modern PowerPoint Presentation that is beautifully designed. You can simply impress your audience and add a unique zing and appeal to your Presentations. Easy to change colors, photos and Text. Get a modern PowerPoint Presentation that is beautifully designed.



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- Understand how professional writing contributes to a strong brand identity.
- Recognize the influence of branding on business communication and customer perception..



# **Presentations: Data, Visuals & Q&A**

## **Practical : Human Resources & Talent Development**

This session equips participants with the skills to design and deliver effective presentations using data, visuals, and confident handling of audience questions. Learners will practice presenting with clarity, visual impact, and engagement. The practical focus connects presentation skills to Human Resources (HR) and talent development, showing how strong communication supports recruitment, training, and employee growth within organizations..



# **Presentations: Data, Visuals & Q&A**

## **Practical : Human Resources & Talent Development**

### Aims:

1. To develop participants' ability to create clear, data-driven presentations.
2. To enhance skills in using visuals to support and strengthen key messages.
3. To build confidence in managing Q&A sessions effectively.
4. To demonstrate how presentation skills contribute to HR practices and talent development....

### Learning Outcomes:

(By the end of the session, participants will be able to):

- Structure presentations logically with clear messages supported by data.
- Design visuals (charts, graphs, slides) that are engaging and easy to understand.
- Respond confidently and professionally to audience questions.
- Recognize the role of presentations in HR functions such as training, onboarding, and talent development.
- Apply presentation strategies to support effective communication in organizational growth and people management.



# **Negotiation & Persuasion Practical : Competing in International Markets**

This session builds participants' skills in negotiation and persuasion, focusing on strategies to achieve win-win outcomes in business contexts. Learners will explore techniques for influencing others, handling objections, and reaching agreements. The practical component links these skills to competing in international markets, highlighting how effective negotiation and persuasive communication are vital for cross-cultural business success and global competitiveness.



# **Negotiation & Persuasion Practical : Competing in International Markets**

## Aims:

1. To develop participants' ability to negotiate confidently and effectively.
2. To introduce persuasion techniques for influencing decisions and building agreements.
3. To provide practical strategies for managing conflicts and objections.
4. To connect negotiation and persuasion skills with success in international markets.

## Learning Outcomes:

(By the end of the session, participants will be able to):

- Apply core principles of negotiation, including preparation, bargaining, and agreement.
- Use persuasive language and techniques to influence outcomes positively.
- Handle objections and conflicts constructively in professional discussions.
- Recognize cultural factors affecting negotiation in global markets.
- Demonstrate strategies for competing successfully in international business environments...



# **Emotional Intelligence at Work Practical : Inspiring Leadership & Management Styles**

In today's workplace, technical skills are not enough. What truly separates successful professionals is the ability to understand emotions — both their own and others'. Emotional Intelligence is the foundation of effective communication, teamwork, and problem-solving. When we can manage our reactions, read people accurately, and build strong relationships, we become more confident, more collaborative, and more successful. In this session, we will explore how EI strengthens your performance and transforms the way you work with others



# Emotional Intelligence at Work Practical : Inspiring Leadership & Management Styles

Aims:

By the end of this session, students will:

1. Explore different leadership styles and how EI influences each one.
2. Learn the four main components of EI and how they affect communication and teamwork.
3. Recognize common emotional triggers and learn strategies to manage them professionally.
4. Improve their ability to manage emotions, show empathy, and communicate clearly in leadership situations.

Learning Outcomes:

(By the end of the session, participants will be able to):

- Recognize different leadership styles (e.g., supportive, directive, coaching, democratic) and understand when each one is useful.
- Demonstrate EI-based leadership skills in short scenarios or role plays (e.g., team conflict, poor performance, change at work).
- Demonstrate emotional control in workplace examples (pressure, conflict, criticism).
- Use EI language such as empathy phrases, calm responses, and polite clarification.
- Show improved interpersonal skills when working in pairs or groups.
- Reflect on their own style and identify which leadership behaviours they want to develop.



# **Problem Solving & Crisis Management**

## **Practical : Winning Through Competition**

This session equips participants with tools to analyze problems, make sound decisions under pressure, and manage crises effectively. Learners will practice structured approaches to problem solving and explore strategies for staying calm and effective in challenging situations. The practical component connects these skills to business competition, showing how strong problem-solving and crisis management capabilities enable organizations to outperform competitors and secure long-term success.



# **Problem Solving & Crisis Management Practical : Winning Through Competition**

## Aims:

1. To develop participants' ability to identify, analyze, and solve problems systematically.
2. To strengthen decision-making and resilience in crisis situations.
3. To introduce strategies for effective communication and leadership during crises.
4. To connect problem-solving and crisis management skills with achieving competitive advantage.

## Learning Outcomes:

(By the end of the session, participants will be able to):

- Apply structured methods to solve business problems efficiently.
- Manage crises with confidence, clarity, and professionalism.
- Communicate effectively with stakeholders during high-pressure situations.
- Recognize how strong problem-solving contributes to winning in competitive markets.
- Demonstrate strategies that turn challenges into opportunities for growth and success.

A photograph of a business meeting. In the foreground, a man in a grey suit and red tie is clapping. Behind him, another man in a dark suit is also clapping. A laptop is open on a wooden table in the background. The image is overlaid with white decorative swirls and dots at the bottom.

# **Final Presentations & Course Wrap-Up Practical : Business Ethics & Corporate Responsibility**

This session concludes the course by allowing participants to deliver final presentations that showcase the skills and knowledge they have gained. Learners will reflect on their progress, share key takeaways, and receive feedback. The practical component emphasizes business ethics and corporate responsibility, underlining the importance of integrity, accountability, and sustainability in professional practice and organizational success.



# **Final Presentations & Course Wrap-Up Practical : Business Ethics & Corporate Responsibility**

## Aims:

1. To provide participants the opportunity to demonstrate their learning through final presentations.
2. To consolidate key skills developed during the course.
3. To foster reflection on individual growth and group learning.
4. To introduce principles of business ethics and corporate responsibility as essential to long-term success.

## Learning Outcomes:

(By the end of the session, participants will be able to):

- Deliver a structured and confident final presentation.
- Reflect on their learning journey and identify areas for future growth.
- Apply feedback to strengthen their professional communication skills.
- Recognize the role of ethics and corporate responsibility in modern business.
- Demonstrate an understanding of how ethical practices support trust, reputation, and sustainability.

# Course Tasks & Homework

In this course, students will be given regular tasks to support their learning and ensure steady progress, these tasks are designed to keep students engaged, provide regular practice, and track their progress effectively..

- 01** **Task**  
After each session, students will have a project and a homework
- 02** **Task**  
Reflections are required after every session and should also be submitted within 24 hours.
- 03** **Task**  
Weekly Review Sheets must be completed and emailed to us 24 hours before the following week begins..
- 04** **Task**  
After each session, students will take a 30-question exam to assess understanding and track progress.



# The Intensity of the Course

## Why is it intensive?

This course is designed to be intensive because we want you to make real progress in just five weeks. That means you'll study a lot, practice through homework, assignments, and reflections, and challenge yourself each week. It may feel demanding at times, but this intensity is what will help you grow faster, build confidence, and develop professional skills that last. Your effort and commitment are what will make the difference.”.



## The next 5 weeks will be intensive

- 1. You will study a lot and work on multiple tasks.
- 2. Expect homework, assignments, reflections, and reviews each week.
- 3. The goal is to push your skills to the next level in a short time.
- 4. Your commitment and consistency are the keys to success.

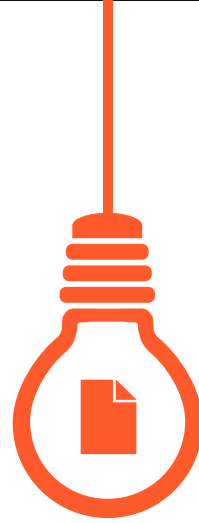
# Study Tips & Time Management



Dedicate at least 5–7 hours weekly outside of class for tasks & reflections.



Break tasks into small daily goals instead of leaving them for the last minute.



Use your weekly review sheet to stay on track and adjust..

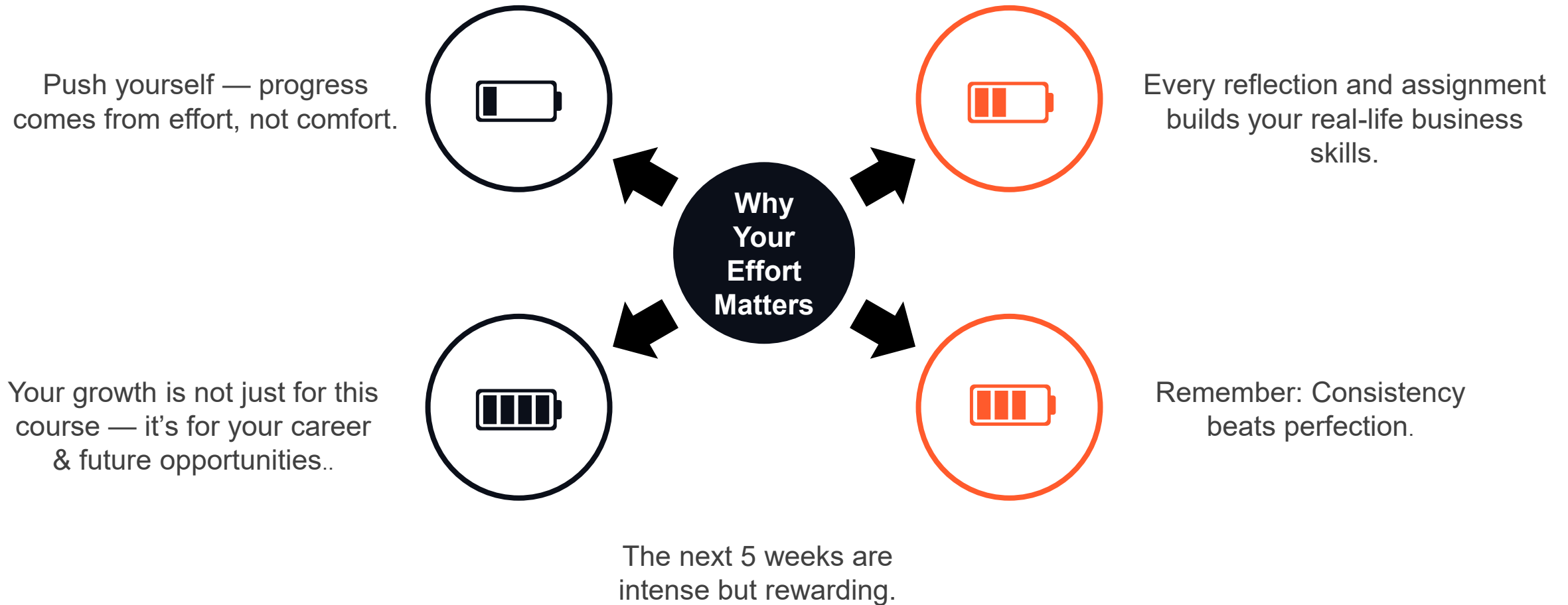


Minimize distractions during study time (turn off notifications).



Ask questions early — don't wait until you're stuck.

# Motivation & Mindset



# FAQ – Common Questions & Answers

## 1. Is the course online or offline?

→ The course can be delivered both online and offline, depending on the group's needs. Details will be shared before the start..



## 2. How many students are in each group?

→ Each group has 8–12 students. This number is ideal because it's small enough for individual attention, but large enough for interactive activities, teamwork, and diverse perspectives..



## 3. What is the refund policy?

→ Full refund if requested 48 hours before the course begins.  
→ 50% refund if requested before the third session.  
→ No refund after the third session..



## 4. What kind of tasks will we do?

→ You will complete assignments, projects, and reflection tasks designed to help you apply the skills learned in class.



## 5. Is there homework?

→ Yes. Homework is given after each sessions to reinforce learning and practice skills outside the classroom..

# FAQ – Common Questions & Answers

## 6. What are reflection sheets?

→ At the end of each session, you'll write a short reflection about what you learned and what you can improve. This helps track your progress.



## 7. Will I receive feedback?

→ Yes. After tasks and reflections, you will receive a Feedback Sheet with notes on your strengths, areas to improve, and suggestions for next steps.



**B+**

## 8. What English level do I need to join the course?

→ A B1+ (intermediate) level or higher is recommended, so you can actively participate in discussions, tasks, and presentations.



## 9. How intensive is the course?

→ The course is 5 weeks long and intensive. You'll study a lot, complete assignments, and engage in interactive sessions. Commitment is key.



## 10. Will I get a certificate?

→ Yes. Students who complete the course and all required tasks will receive a certificate of participation and achievement.