

Inglés: gestión comercial

Modalidad: curso e-Learning Duración: 200 horas

Categorías: Idiomas

OBJETIVOS

Resolver de forma correcta y fluida las labores de gestión administrativa de las relaciones comerciales/empresariales en lengua inglesa, desarrollando los procesos de comprensión y expresión oral y escrita generados por esa actividad.

CONTENIDOS

UNIDAD 1. Inglés Gestión comercial (Transport issues)

1. Do you remember these words?
2. Reading
3. Vocabulary (Transport issues)
4. Grammar (Present simple. Past simple. Future simple. Present Perfect Simple. For and since)
5. Listening
 - 5.1 Listening 1
 - 5.2 Listening 2
6. Writing (Offer Letters)
7. Speaking
 - 7.1 Pronunciation (Used to + Infinitive)
 - 7.2 Situation (Agreement and disagreement)
8. Key ideas
9. Links of interest

UNIDAD 2. Inglés Gestión comercial (What is a product like?)

1. Do you remember these words?
2. Reading
3. Vocabulary
4. Grammar (Degree adverbs. Frequency Adverbs. "As well as" Conjunction)
5. Listening
 - 5.1 Listening 1
 - 5.2 Listening 2
6. Writing (Write down a telephone message)
7. Speaking
 - 7.1 Pronunciation (Telephone phrases and vocabulary)

7.2 Situation

8. Key ideas

9. Links of interest

UNIDAD 3. Inglés Gestión comercial (Company and product)

1. Do you remember these words?

2. Reading

3. Vocabulary

4. Grammar (Adjectives, pronouns and adverbs. Comparatives and superlatives. Infinitive and gerund (verb patterns).

5. Listening

5.1 Listening 1

5.2 Listening 2

6. Writing (Catalogues. Brochures)

7. Speaking

7.1 Pronunciation

7.2 Situation

8. Key ideas

9. Links of interest

UNIDAD 4. Inglés Gestión comercial (Marketing)

1. Do you remember these words?

2. Reading

3. Vocabulary

4. Grammar (Relative clauses. Relative pronouns)

5. Listening

5.1 Listening 1

5.2 Listening 2

6. Writing (Writing Meeting Minutes)

7. Speaking

7.1 Pronunciation (What about David Ogilvy?)

7.2 Situation

8. Key ideas

9. Links of interest

UNIDAD 5. Inglés Gestión comercial (Sales conditions: Installments)

1. Do you remember these words?

2. Reading

3. Vocabulary (Payment terms. Sales Conditions)

4. Grammar (Conditionals clauses)

5. Listening

5.1 Listening 1

5.2 Listening 2

6. Writing (Writing a proposal letter. A Contract)

7. Speaking

7.1 Pronunciation (Why do not we? Roughly speaking)

7.2 Situation (Sales transactions)

8. Key ideas

9. Links of interest

UNIDAD 6. Inglés Gestión comercial (Dealing with problems)

1. Do you remember these words?

2. Reading

3. Vocabulary

4. Grammar (Passive voice)

5. Listening

5.1 Listening 1

5.2 Listening 2

6. Writing (Writing down a formal answer to a complaint)

7. Speaking

7.1 Pronunciation (Answering in a formal way to a complaint)

7.2 Situation

8. Key ideas

9. Links of interest

UNIDAD 7. Inglés Gestión comercial (International Trade)

1. Do you remember these words?

2. Reading

3. Vocabulary (Import and export terms)

4. Grammar (Reported Speech. Say and Tell. Other Changes: Adverbs of time)

5. Listening

5.1 Listening 1

5.2 Listening 2

6. Writing (Writing a report)

7. Speaking

7.1 Pronunciation

7.2 Situation

8. Key ideas

9. Links of interest

UNIDAD 8. Inglés Gestión comercial (Money)

1. Do you remember these words?

2. Reading

3. Vocabulary

4. Grammar ("To Have")

5. Listening

5.1 Listening 1

5.2 Listening 2

6. Writing (Invoices)

7. Speaking

7.1 Pronunciation

7.2 Situation

8. Key ideas

9. Links of interest

UNIDAD 9. Inglés Gestión comercial (Regulations)

1. Do you remember these words?

2. Reading

3. Vocabulary (European union protocols and regulations)

4. Grammar (Dependent clauses: conjunctions. What are subordinating conjunctions?)

5. Listening

5.1 Listening 1

5.2 Listening 2

6. Writing (Giving further information about sales contract)

7. Speaking

7.1 Pronunciation

7.2 Situation

8. Key ideas

9. Links of interest

UNIDAD 10. Inglés Gestión comercial (Figures)

1. Do you remember these words?

2. Reading

3. Vocabulary

4. Grammar (Be vs Do. What are "auxiliary verbs" in English? Which are the auxiliary verbs in English?)

5. Listening

5.1 Listening 1

5.2 Listening 2

6. Writing (Email translations. Different solutions to email translations)

7. Speaking

7.1 Pronunciation (Checking and clarifying on the phone)

7.2 Situation

8. Key ideas

9. Links of interest

UNIDAD 11. Inglés Gestión comercial (Foreing Customers)

1. Do you remember these words?
2. Reading
3. Vocabulary (Negotiation: Useful expressions)
4. Grammar (Negative and positive questions. Using the capital letters)
5. Listening
 - 5.1 Listening 1
 - 5.2 Listening 2
6. Writing (Writing a cover letter for clients)
7. Speaking
 - 7.1 Pronunciation (What about something?)
 - 7.2 Situation (Negotiation)
8. Key ideas
9. Links of interest

UNIDAD 12. Inglés Gestión comercial (Rules, rules and rules)

1. Do you remember these words?
2. Reading
3. Vocabulary
4. Grammar (Prepositions in English grammar)
5. Listening
 - 5.1 Listening 1
 - 5.2 Listening 2
6. Writing (Proforma invoice)
7. Speaking
 - 7.1 Pronunciation (Starting and keeping a telephone conversation)
 - 7.2 Situation
8. Key ideas
9. Links of interest

UNIDAD 13. Inglés Gestión comercial (Customers)

1. Do you remember these words?
2. Reading
3. Vocabulary
4. Grammar
5. Listening
 - 5.1 Listening 1
 - 5.2 Listening 2
6. Writing
7. Speaking
 - 7.1 Pronunciation

7.2 Situation

8. Key ideas

9. Links of interest