

I. ENGLISH

Course duration (TBD)

3 hours per week

Student levels

A1, A2, B1, B2, C1, C2

CLT method

Face-to-face/Online

Groups/one-to-one

1.1 GENERAL ENGLISH

1.1.1 Key areas

- 1 first language influence analysis and speech habit changes
- 2 typical mistakes: grammar and stylistics
- 3 set expressions (e.g., daily use and travel)
- 4 sentence transformation (theme vs. rheme, part of speech selection etc.)
- 5 vocabulary optimization (e.g., daily use and travel)
- 6 story telling
- 7 non-verbal communication
- 8 casual language: fillers, interjections, jokes, intonation
- 9 slang
- 10 text abbreviations
- 11 cross-cultural adaptation (incl. protocol and etiquette)
- 12 test preparation: Duolingo, IELTS

1.1.2 Accent reduction

- 1 pronunciation
- 2 intonation
- 3 rhythm
- 4 stress
- 5 pitch control
- 6 vowel space
- 7 vocal range
- 8 pausing

1.2 BUSINESS ENGLISH

1.2.1 Key areas

- 1 first language influence: speech habits etc.
- 2 presentation skills
- 3 presentation writing
- 4 set expressions
- 5 email writing
- 6 negotiations techniques
- 7 conference calls (simulation)
- 8 phone calls (simulation)
- 9 non-verbal communication

1.2.2 Accent reduction

- 1 pronunciation
- 2 intonation
- 3 rhythm
- 4 stress
- 5 pitch control
- 6 vowel space
- 7 vocal range
- 8 pausing

1.2.3 Target market segmentation (TBD)

by occupation

- 1 Electrical Engineering
- 2 Marketing&Research
- 3 Sales&Distribution
- 4 Accounting&Finance
- 5 Top managers

by industries

- 1 FMCG
- 2 IT
- 3 Mobile
- 4 Entertainment (TV, films, radio)
- 5 Energy Distribution
- 6 Retail
- 7 Pharma & Healthcare
- 8 Automotive
- 9 Government

10 Hospitality

1.2.4 Text books (TBD)

- 1 ThiNK
- 2 I Wonder
- 3 Gateway
- 4 Life
- 5 World Wonders
- 6 Upstream
- 7 English Unlimited
- 8 Pioneer
- 9 Business Update
- 10 Side by Side