

## Business English in Action: Advanced Skills for the Digital Age

Hosting Organisation	Alpha School of English <b>European Commission Organisation ID: E10166514</b>
Address	Arznell Street, St. Paul's Bay, MALTA, SPB 3232
Telephone	+356 21 581 474 or +356 21 581 475
Full Name of Contact	Mrs Mary Abela
Position	Director of Studies
Email	support@alphaschoolmalta.com

Alpha School's Business English in Action: Advanced Skills for the Digital Age provides participants with an immersive experience, offering the opportunity to:

- To improve ' overall proficiency in written and spoken business English.
- To equip with advanced communication skills relevant to the digital age.
- To enhance the ability to draft professional documents and engage in complex business discussions.
- To develop strategies for effective communication in virtual and global business environments.

This intensive course is designed for professionals seeking to enhance English language skills in a business context, with a focus on advanced communication in the digital age. Participants will engage in practical exercises, case studies, and simulations to develop proficiency in written and spoken English, as well as specialised skills required for effective communication in today's rapidly evolving business landscape.

The programme is delivered over 5 days by members of Alpha's dedicated team and involves both classroom contact time and an Offsite Training day, where participants carry out a relevant task related to course content.

The daily programme runs as follows:

- From **08.30 to 13.30 – including integrated breaks and Q&A/ Reflection/ Erasmus+ preparation**

## **An overview of the Business English in Action programme:**

### **Day 1: Mastering Professional Email Communication**

#### *Aim:*

Develop participants' proficiency in professional email communication by providing a comprehensive understanding of effective strategies, crafting impactful emails, and adhering to email etiquette.

#### *Learner Outcomes:*

- Understand the principles of effective email communication.
- Create concise and impactful professional emails.
- Demonstrate knowledge of email etiquette and best practices.

### **Day 2: Advanced Business Writing Skills**

#### *Aim:*

Enhance participants' business writing proficiency by focusing on the structural elements of complex documents, enriching vocabulary, and refining grammar and style.

#### *Learner Outcomes:*

- Develop the ability to structure complex business documents effectively.
- Enhance vocabulary skills specifically for business writing.
- Refine grammar and style in business writing for greater impact.

### **Day 3: Offsite Training Day - Gathering Material for Presentations in the Digital Era**

#### *Aim:*

Enable participants to gather material for persuasive presentations in the digital era by exploring engaging techniques, incorporating visual aids and multimedia, and overcoming language barriers.

#### *Learner Outcomes:*

- Begin collecting relevant material for persuasive presentations in the digital era
- Integrate visual aids and multimedia effectively into presentations for enhanced impact.
- Overcome language barriers to deliver persuasive presentations in diverse settings.
- Demonstrate proficiency in individual and group presentation practices.

#### **Day 4: Effective Communication in Virtual Teams**

*Aim:*

Equip participants with the skills needed for effective communication in virtual teams by exploring collaboration strategies, understanding cross-cultural communication nuances, and mastering virtual meeting etiquette.

*Learner Outcomes:*

- Implement strategies for successful collaboration within virtual teams.
- Recognise and navigate cross-cultural communication considerations in virtual settings.
- Adhere to virtual meeting etiquette for efficient and respectful communication.
- Engage in a simulated virtual team project to apply learned principles.
- Participate in debrief and discussions to reflect on the virtual team project experience and extract key insights.

#### **Day 5: Navigating Business Conversations and Negotiations**

*Aim:*

Enhance participants' ability to navigate complex business interactions by focusing on advanced conversation strategies, negotiation language, tactics, and effectively managing challenging conversations, culminating in a final day presentation based on offsite training material.

*Learner Outcomes:*

- Apply advanced conversation strategies in various business scenarios.
- Utilise negotiation language and tactics to achieve favourable outcomes.
- Effectively manage and navigate challenging business conversations.
- Engage in realistic role-play scenarios to practically apply negotiation skills.
- Showcase acquired skills and insights through, integrating material gathered during the off site training day.
- Receive constructive feedback during the presentation to further refine communication and negotiation skills.

**Assessment:**

Participants will be evaluated through daily reflections, group discussions, and Showcase acquired skills and insights through, integrating material gathered during the off site training day, presented on the last day of the course.

Things to bring:

This is not an exhaustive list, but the following items are strongly recommended for participants of **Business English in Action: Advanced Skills for the Digital Age** course:-

- A Wi-Fi-enabled mobile device, such as a mobile phone / tablet
- A laptop for classroom activities
- Chargers and earphones/headphones for these devices
- A UK adaptor - Maltese electrical sockets are three-pinned, the same as the UK
- Suitable clothing and footwear for walking
- Sunscreen with a high uva protection
- Water bottle
- A rucksack, or similar, for outdoor use
- A notepad and pens
- A sense of adventure, a positive attitude, and the willingness to integrate and participate in all activities

Our School:

We offer the following facilities at Alpha School of English:

- Qualified, experienced Trainers
- Wi-Fi access throughout the building
- Online resources reducing the amount of paper usage
- IT-enabled classrooms with digital display screen and charging points
- Modern toilet facilities
- Rooftop garden terrace
- Updated in-house course content
- Friendly, helpful administration staff

We look forward to welcoming you all to Malta and are confident you will enjoy your experience with us as much as we will enjoy your participation in our sessions.