Unit 1 : Oral and written communication

## Objectives

– Learners will be able to analyze the frame and circumstances of oral and written communication. He’ll be able to distinguish the transmitter from the receiver, the moments of transmission, the purpose of the communication and the attitude, intention and mood of the transmitter in order to fit the speech to the frame and circumstances.

Lesson 1   
Distinguish the transmitter from the receiver

#### Objectives

– Learner will be able to distinguish the transmitter from the receiver.

#### Contents

* Lexical terms related to various establishments

Lesson 2   
Determine the moments of transmission

#### Objectives

– Learners will be able to determine the moments of transmission related eventually to some previous communications, and he’ll be able to choose the answer.

#### Contents

* Affixes (prefixes - suffixes)
* Giving opinion
* Making suggestions

Lesson 3   
Determine the purpose of the communication

#### Objectives

– Learners will be able to determine the purpose of the communication and bring to the fore the chosen topics.

#### Contents

* Do - make
* Phrasal verbs (go - take - put - get - make)

Lesson 4   
Determine the attitude, mood and intention

#### Objectives

– Learners will know how to determine the attitude, mood and intention of the transmitter.

#### Contents

* Conditionals
* Lexical terms related to the humor (sarcastic, nervous, glad, disappointed etc….

Unit 2 : Negotiating with customers / clients and suppliers

## Objectives

– Learners will be able to inform people, develop arguments, accept, refuse, suggest, end a sale, and increase the standing of the client.

Lesson 1   
Inform and develop arguments

#### Objectives

– Learners will be able to give information to others and develop arguments

#### Contents

* Comparison of adverbs and adjectives
* Reported speech
* Prepositions
* Sentence structure (compound - simple - complex)

Lesson 2   
Accept, refuse and suggest

#### Objectives

– Learners will know how to accept an idea, how to refuse and how to suggest.

#### Contents

* Word building

Lesson 3  
End a sale and increase the standing of the client / customer

#### Objectives

– Learners should know how to put an end to a sale, may be suggest another one, and increase the standing of the client / customer by asking for permission to leave.

#### Contents

* Idiomatic expressions (related to the case).
* Unit 3 : Sales follow - up

## Objectives

* – Learners will be able to give advice and assistance to the client, deal with his complaints and evaluate his satisfaction
* Lesson 1  
  Give advice and assistance

#### Objectives

* – Learners will be able to help the client or customer and give him the assistance and advice he needs.

#### Contents

* Present perfect continuous.
* Past perfect continuous.
* Lesson 2   
  Deal with complaints

#### Objectives

– Learners will have the ability to deal with customer’s complaints

#### Contents

* Time clauses
* Future perfect
* Future continuous

Lesson 3  
Evaluate customer’s satisfaction

#### Objectives

– Learners will know how to evaluate their customer’s satisfaction

#### Contents

* Direct and Indirect Speech.

Unit 4 : Writing reports, minutes, letters and C.V.

## Objectives

– Learners will know how to write the above-mentioned documents at first, by using previously prepared model, then by themselves.

Lesson 1   
Report

#### Objectives

– Learner will know how to write a simple report and of notes taken previously

#### Contents

* Organizing information
* Make - let - allow

Lesson 2   
Minutes

#### Objectives

– Learners will acquire the techniques of writing minutes

#### Contents

* Minutes structure

Lesson 3  
Letters and C.V.

#### Objectives

– Learners will acquire the letter writing techniques (application letter, letter of complaints and apology) and they’ll know how to write a C.V.

#### Contents

- Layout

- Letters techniques (different types of letters)