

What is Business English?

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Definition

Business English is a part of English for specific purposes and can be considered a specialty within English language, learning and teaching or an opportunity of international English.

Importance

It helps you to understand the language used by professionals such as lawyers, doctors, accountants and so on; and to communicate better with other people from different countries.

It also helps you to improve your vocabulary and grammar. It will help in making your speech more effective by using appropriate words and phrases at right time.



Advantages

- You will learn how to communicate with other people at work or in the public sphere.
- You will improve your confidence and self-esteem when speaking and writing.
- You will have more opportunities to build and maintain relationships with clients, customers and colleagues.
- You will communicate effectively with people from different backgrounds and cultures.



Principles of Effective Communication

- Clear
- Complete
- Correct
- Courteous
- Concise
- Concrete



What do you learn in Business English?

- You will be able to communicate with people from different countries.
- You will know how to read and understand financial statements, how to manage a budget and how to write reports.
- You will be able to communicate with customers and suppliers.
- You will have more control over your time by learning business English online or at seminars or workshops.



Teaching Business English

Clarice Chan, Evan Frendo



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