



Business English Training Course

22 – 26 August 2027
Istanbul (Turkey)



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Ref: 16024_1003119 **Date:** 22 – 26 August 2027 **Location:** Istanbul (Turkey) **Fees:** 5500 Euro

Introduction to the Business English Training Course:

The Business English training course enhances participants' fluency and confidence in using English in professional and international business contexts. This training course develops core competencies in written and spoken communication tailored for corporate environments. Learners will master professional business English skills through practical exercises, simulations, and interactive activities.

Participants will learn how to draft effective business correspondence, deliver presentations, and navigate meetings using advanced English expressions and structures. The Business English course emphasizes clarity, tone, professionalism, and cultural awareness in all business communication formats. Whether it's writing concise business reports or leading negotiations, learners will develop the English proficiency for high-level performance.

This intensive business English training is ideal for individuals seeking to enhance their English communication skills in the workplace. By combining theoretical understanding with hands-on practice, the Business English program offers a comprehensive language solution for international work environments. It is ideal for professionals aiming to succeed in multilingual and multicultural business environments.

Targeted Groups:

This Business English training course targets professionals seeking specialized knowledge and skills:

- Business professionals who use English in their daily work.
- Administrative officers handle corporate correspondence.
- Sales and marketing teams work with international clients.
- HR professionals are responsible for internal and external communications.
- Customer service representatives support global operations.
- Project managers leading multicultural or cross-border teams.
- Managers are attending international conferences and negotiations.
- Entrepreneurs seeking to expand into English-speaking markets.
- Executives are engaging with global stakeholders and partners.
- Recent graduates are preparing for careers in international business.
- Corporate trainers and internal communication specialists.
- Government officials and diplomats communicate in English.

Course Objectives:

Participants will achieve the following objectives by completing the Business English course:

- Communicate confidently in formal and informal business settings.
- Write reports, proposals, and business letters using correct formats.
- Deliver structured presentations clearly and persuasively.
- Apply appropriate vocabulary and expressions in workplace scenarios.
- Manage professional email communication effectively.
- Interpret and summarize professional documents accurately.
- Participate in meetings, negotiations, and discussions fluently.
- Demonstrate a clear understanding of tone, style, and register.
- Edit and proofread written communications for clarity and precision.
- Respond appropriately in real-time during business interactions.
- Adapt communication strategies to different audiences and contexts.
- Engage in cross-cultural business communication respectfully.
- Develop your networking skills through English social interactions.
- Express complex ideas with clarity and confidence.
- Handle objections and resolve conflicts using diplomatic language to maintain a professional tone.
- Practice business communication through role-play and simulations.

Targeted Competencies:

Participants will gain the following competencies during the Business English program:

- Advanced business English speaking and writing proficiency.
- Enhanced communication and interpersonal skills.
- Clear articulation of ideas in meetings and presentations.
- Strategic use of business vocabulary in real situations.
- Effective management of professional correspondence.
- Skilled negotiation and persuasion in English.
- Competency in business email etiquette and report writing.
- Cross-cultural sensitivity in global communication.
- Listening and comprehension in international contexts.
- Fluency in business English for workplace communication.
- Professional demeanor and corporate communication confidence.

Course Content:

Unit 1: Professional Business Communication in English:

- Learn the principles of effective business communication.
- Understand the impact of tone, clarity, and structure in the English language.
- Practice business English speaking in real scenarios.
- Improve telephone, video, and face-to-face communication.
- Master polite expressions and formal introductions.
- Develop confidence in public speaking for business.
- Handle internal and external communications professionally.
- Build fluency in small talk for networking.
- Engage in group activities for presentation skills.
- Apply best practices in digital communication platforms.
- Simulate conversations with clients and team members to enhance collaboration and communication.
- Recognize the role of English in workplace efficiency.

Unit 2: Business Writing Skills and Report Development:

- Master formats for reports, emails, memos, and letters.
- Develop business writing using clear and concise language.
- Organize information logically and persuasively.
- Apply grammar, syntax, and punctuation in a business context.
- Incorporate business English writing styles.
- Use formal expressions for recommendations and conclusions.
- Learn editing and proofreading techniques.
- Structure proposals and strategic documents accurately.
- Analyze model texts for effective business communication.
- Create templates for recurring business correspondence.
- Practice through writing exercises and peer feedback.
- Write effectively under time constraints.

Unit 3: Conducting Effective Meetings in English:

- Plan and lead English-speaking business meetings.
- Develop clear agendas and minutes with appropriate language.
- Practice diplomatic interruptions and discussion management.
- Use phrases for making suggestions, agreeing, or disagreeing.
- Assign responsibilities and follow up in clear English.
- Develop effective strategies for summarizing and closing meetings.
- Learn functional phrases for consensus-building.
- Recognize cross-cultural etiquette in meetings.
- Conduct virtual meetings with professionalism.
- Handle Q&A sessions confidently in English.
- Engage in team-based meeting simulations.
- Improve listening and response skills.

Unit 4: Mastering Negotiation and Persuasion Techniques:

- Explore core principles of business negotiation in English.
- Learn to present offers and respond to counteroffers.
- Use persuasive language and rhetorical devices.
- Practice expressions for compromise and agreement.
- Manage objections and difficult conversations gracefully.
- Understand cultural negotiation styles and expectations.
- Develop confidence in closing deals professionally.
- Engage in mock negotiation sessions.
- Implement emotional intelligence in negotiation language.
- Use listening skills to uncover hidden interests.
- Learn to write follow-up agreements and summaries.
- Reinforce negotiation success through feedback exercises.

Unit 5: Advanced Business English and Cross-Cultural Communication:

- Expand vocabulary with advanced corporate terminology.
- Analyze and interpret technical and legal business documents.
- Present solutions and proposals with structured arguments.
- Develop skills for writing executive summaries and briefs.
- Understand variations in English used in global business settings.
- Handle international correspondence with sensitivity.
- Improve skills in social English and professional networking.
- Customize language based on audience, culture, and setting.
- Practice intercultural case studies and communication challenges.
- Review global etiquette for in-person and online meetings.
- Build awareness of global business values and norms.
- Adapt presentation style across diverse professional audiences.

Final Insights & Key Takeaways:

This Business English Training Course empowers professionals to communicate effectively in global business environments. It strengthens writing, speaking, and negotiation skills tailored to workplace communication. The course is ideal for employees, managers, and executives needing practical English proficiency. Learners will leave equipped with advanced language skills and the confidence to perform in international settings. It is a strategic step for any professional aiming for global career development.