



ADGX01.Inglés: Gestión comercial

Sku: PH_23

Horas: 200

Formato: HTML

OBJETIVOS

Resolver de forma correcta y fluida las labores de gestión administrativa de las relaciones comerciales/empresariales en lengua inglesa, desarrollando los procesos de comprensión y expresión oral y escrita generados por esa actividad.

CONTENIDOS

UNIDAD 1. Inglés Gestión comercial (Transport issues)

1. Do you remember these words?
2. Reading
3. Vocabulary (Transport issues)
4. Grammar (Present simple. Past simple. Future simple. Present Perfect Simple. For and since)
5. Listening
6. 5.1 Listening 1
7. 5.2 Listening 2
8. Writing (Offer Letters)
9. Speaking
10. 7.1 Pronunciation (Used to + Infinitive)
11. 7.2 Situation (Agreement and disagreement)
12. Key ideas
13. Links of interest

UNIDAD 2. Inglés Gestión comercial (What is a product like?)

1. Do you remember these words?
2. Reading
3. Vocabulary
4. Grammar (Degree adverbs. Frequency Adverbs. "As well as" Conjunction)
5. Listening
6. 5.1 Listening 1
7. 5.2 Listening 2
8. Writing (Write down a telephone message)
9. Speaking
10. 7.1 Pronunciation (Telephone phrases and vocabulary)
11. 7.2 Situation

12. Key ideas
13. Links of interest

UNIDAD 3. Inglés Gestión comercial (Company and product)

1. Do you remember these words?
2. Reading
3. Vocabulary
4. Grammar (Adjectives, pronouns and adverbs. Comparatives and superlatives. Infinitive and gerund (verb patterns).
5. Listening
6. 5.1 Listening 1
7. 5.2 Listening 2
8. Writing (Catalogues. Brochures)
9. Speaking
10. 7.1 Pronunciation
11. 7.2 Situation
12. Key ideas
13. Links of interest

UNIDAD 4. Inglés Gestión comercial (Marketing)

1. Do you remember these words?
2. Reading
3. Vocabulary
4. Grammar (Relative clauses. Relative pronouns)
5. Listening
6. 5.1 Listening 1
7. 5.2 Listening 2
8. Writing (Writing Meeting Minutes)
9. Speaking
10. 7.1 Pronunciation (What about David Oglivy?)
11. 7.2 Situation
12. Key ideas
13. Links of interest

UNIDAD 5. Inglés Gestión comercial (Sales conditions: Installments)

1. Do you remember these words?
2. Reading
3. Vocabulary (Payment terms. Sales Conditions)
4. Grammar (Conditionals clauses)
5. Listening
6. 5.1 Listening 1
7. 5.2 Listening 2
8. Writing (Writing a proposal letter. A Contract)
9. Speaking
10. 7.1 Pronunciation (Why do not we? Roughly speaking)
11. 7.2 Situation (Sales transactions)
12. Key ideas
13. Links of interest

UNIDAD 6. Inglés Gestión comercial (Dealing with problems)

1. Do you remember these words?
2. Reading
3. Vocabulary
4. Grammar (Passive voice)
5. Listening
6. 5.1 Listening 1
7. 5.2 Listening 2

8. Writing (Writing down a formal answer to a complaint)
9. Speaking
10. 7.1 Pronunciation (Answering in a formal way to a complaint)
11. 7.2 Situation
12. Key ideas
13. Links of interest

UNIDAD 7. Inglés Gestión comercial (International Trade)

1. Do you remember these words?
2. Reading
3. Vocabulary (Import and export terms)
4. Grammar (Reported Speech. Say and Tell. Other Changes: Adverbs of time)
5. Listening
6. 5.1 Listening 1
7. 5.2 Listening 2
8. Writing (Writing a report)
9. Speaking
10. 7.1 Pronunciation
11. 7.2 Situation
12. Key ideas
13. Links of interest

UNIDAD 8. Inglés Gestión comercial (Money)

1. Do you remember these words?
2. Reading
3. Vocabulary
4. Grammar ("To Have")
5. Listening
6. 5.1 Listening 1
7. 5.2 Listening 2
8. Writing (Invoices)
9. Speaking
10. 7.1 Pronunciation
11. 7.2 Situation
12. Key ideas
13. Links of interest

UNIDAD 9. Inglés Gestión comercial (Regulations)

1. Do you remember these words?
2. Reading
3. Vocabulary (European union protocols and regulations)
4. Grammar (Dependent clauses: conjunctions. What are subordinating conjunctions?)
5. Listening
6. 5.1 Listening 1
7. 5.2 Listening 2
8. Writing (Giving further information about sales contract)
9. Speaking
10. 7.1 Pronunciation
11. 7.2 Situation
12. Key ideas
13. Links of interest

UNIDAD 10. Inglés Gestión comercial (Figures)

- Do you remember these words?
- Reading

- Vocabulary
- Grammar (Be vs Do. What are “auxiliary verbs” in English? Which are the auxiliary verbs in English?)
- Listening
- 5.1 Listening 1
- 5.2 Listening 2
- Writing (Email translations. Different solutions to email translations)
- Speaking
- 7.1 Pronunciation (Checking and clarifying on the phone)
- 7.2 Situation
- Key ideas
- Links of interest

UNIDAD 11. Inglés Gestión comercial (Foreign Customers)

1. Do you remember these words?
2. Reading
3. Vocabulary (Negotiation: Useful expressions)
4. Grammar (Negative and positive questions. Using the capital letters)
5. Listening
6. 5.1 Listening 1
7. 5.2 Listening 2
8. Writing (Writing a cover letter for clients)
9. Speaking
10. 7.1 Pronunciation (What about something?)
11. 7.2 Situation (Negotiation)
12. Key ideas
13. Links of interest

UNIDAD 12. Inglés Gestión comercial (Rules, rules and rules)

1. Do you remember these words?
2. Reading
3. Vocabulary
4. Grammar (Prepositions in English grammar)
5. Listening
6. 5.1 Listening 1
7. 5.2 Listening 2
8. Writing (Proforma invoice)
9. Speaking
10. 7.1 Pronunciation (Starting and keeping a telephone conversation)
11. 7.2 Situation
12. Key ideas
13. Links of interest

UNIDAD 13. Inglés Gestión comercial (Customers)

1. Do you remember these words?
2. Reading
3. Vocabulary
4. Grammar
5. Listening
6. 5.1 Listening 1
7. 5.2 Listening 2
8. Writing
9. Speaking
10. 7.1 Pronunciation
11. 7.2 Situation
12. Key ideas
13. Links of interest