



English for Small Businesses

Sku: PC378

Horas: 30

OBJETIVOS

This course aims to enable the learner to differentiate the most common terms and uses of the English language in sales activities: customer reception, specific activities and the most common complaints. During the course, the learner will be presented with appropriate ways to greet and talk to customers, give detailed information about shapes, sizes, materials and prices as well as the grammatical structures that are needed to form sentences independently. There is also a focus on making suggestions and recommendations by using comparative and conditional structures to express possible outcomes of decisions. Accompanying the practical vocabulary, the learner will also see a range of tenses covering the past, present and future, enabling them to deal with a variety of situations. There is a short test at the end of each unit to check comprehension and ensure that the learner is aware of any areas they should review.

CONTENIDOS

Unit 1 - Receiving and Welcoming Customers

Useful Expressions & Vocabulary

- Common and practical expressions for greeting customers
 - Sample responses and natural interactions
 - Key vocabulary for customer-facing scenarios
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Grammar Focus

Structures covered:

- *There is / There are*
- *Some / Any*

Pronunciation Practice:

- Vowel sounds: /e?/ and /??/
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Practice in Context

- Example dialogue between a shop assistant and a customer
 - Practical use of expressions and grammar structures in realistic conversations
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Test Exercises

This lesson includes exercises to:

- Consolidate vocabulary and grammar
- Test comprehension and correct usage in context

Unit 2 - Describing the Product

Useful Expressions & Vocabulary

- Essential vocabulary to describe products
 - Terms for features, qualities, and quantities
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Grammar Focus

- Using how much and how many to ask about quantities
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- Expressions with too + much/many (excess quantity)
 - Expressions with enough (sufficient quantity)
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Practice in Context

- Application of countable and uncountable nouns
 - Use of quantifiers in describing products
 - Practical exercises for fluency and comprehension
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Test Exercises

- Exercises designed to consolidate and assess knowledge of vocabulary and grammar from the unit

Unit 3 - Offers and Suggestions

English for Small Businesses (1/5)

Useful Expressions & Vocabulary

- Common phrases for making offers and suggestions
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Grammar Focus

- Language for asking for and making suggestions
 - Review of 'will' for:
 - Predictions
-

- Offers
- First Conditional

Practice in Context

- Various ways to make, accept, and reject suggestions or offers
- Practical dialogues and scenarios

Test Exercises

- Exercises to consolidate and assess understanding of the unit's topics and grammar

Unit 4 - At the Clothes Shop

Useful Expressions & Vocabulary

- Vocabulary related to clothes and how they fit
- Common phrases used in a clothes shopping context

Grammar Focus

- Present Continuous tense
- Usage for present moment and near future

Practice in Context

- Dialogue and examples set in a clothes shop

- Application of vocabulary and grammar in realistic situations
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Test Exercises

- Exercises to consolidate vocabulary and grammar
- Practice comprehension and correct usage

Unit 5 - At the Shoe Shop

Useful Expressions & Vocabulary

- Extensive vocabulary related to footwear
 - Terms to describe types of shoes and shoe features
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Grammar Focus

- Language to describe problems with how footwear fits
 - Expressions for fit issues and discomfort
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Practice in Context

- Contextual examples showcasing typical expressions used in the footwear industry
 - Dialogues simulating common customer and shop assistant interactions
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Test Exercises

- Exercises to consolidate vocabulary and grammar from the unit
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- Practice applying language in relevant contexts

Unit 6 - Selling Food and Drinks

English for Small Businesses (2/5)

Useful Expressions & Vocabulary

- Vocabulary covering the different areas inside a supermarket or food shop
 - Common terms related to food and drink sections
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Grammar Focus

- Most common phrasal verbs related to shopping
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Practice in Context

- Example dialogue showing people talking about food and shopping in different places
 - Practical use of vocabulary and phrasal verbs in context
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Test Exercises

- Exercises to consolidate and test learner's knowledge of the topics and structures covered in the unit

Unit 7 - At the Gift Shop and Stationer's

Useful Expressions & Vocabulary

- Vocabulary related to gift shops and stationery stores
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- Common items and phrases used in these retail environments
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Grammar Focus

- Review of modal verbs and their various uses (e.g., can, could, may, might, must, should)
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Practice in Context

- Two short dialogues illustrating typical conversations in gift shops and stationer's
 - Practical examples for speaking and listening practice
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Test Exercises

- Exercises to consolidate and test knowledge of vocabulary, grammar, and conversation structures covered in the unit

Unit 8 - At the Tobacconist's and Newsagent's

Useful Expressions & Vocabulary

- Typical vocabulary and expressions used in newsagent's and tobacconist's shops
 - Common items and phrases relevant to these stores
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Grammar Focus

- Review of defining and non-defining relative clauses
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Practice in Context

- Typical conversation example between customer and shop assistant
 - Listen and repeat exercises to improve **pronunciation**
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Test Exercises

- Exercises to consolidate and test learner's knowledge of vocabulary, grammar, and conversational structures covered in the unit

Unit 9 - Selling Appliances and Furniture

Useful Expressions & Vocabulary

- Vocabulary covering typical electrical items and furniture found in most homes
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Grammar Focus

- Comprehensive review of prepositions of place
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Practice in Context

- Practical examples illustrating the use of vocabulary and prepositions in real situations
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Test Exercises

- Exercises to consolidate and test knowledge of the unit's vocabulary and grammar

Unit 10 - Other Shops

English for Small Businesses (3/5)

Useful Expressions & Vocabulary

- Vocabulary introducing various types of shops found in towns and cities
 - Terms to describe shop types and services offered
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Grammar Focus

- Review of Present Perfect Simple and Present Perfect Continuous
 - Usage to express recent past and ongoing activities
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Practice in Context

- Realistic conversation between friends using Present Perfect Simple and Continuous
 - Contextual examples for better understanding and application
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Test Exercises

- Exercises to consolidate and test learner's knowledge of vocabulary and grammar covered in the unit

Unit 11 - Money Matters

Useful Expressions & Vocabulary

- Vocabulary and expressions related to money
 - Useful phrases for discussing financial matters
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Grammar Focus

- Form and use of the Second Conditional
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- Conditional sentences to discuss hypothetical situations
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Practice in Context

- Conversation example between two independent shop owners
 - Application of vocabulary and Second Conditional in real-life business talk
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Test Exercises

- Exercises to consolidate and test learner's knowledge of vocabulary and grammar covered in the unit

Unit 12 - Saying Farewell

Useful Expressions & Vocabulary

- Different ways to say farewell or goodbye to customers
 - Polite phrases commonly used in farewells
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Grammar Focus

- Review of ways to express possession (e.g., possessive adjectives, 'have got', etc.)
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Practice in Context

- Typical exchange in a shop illustrating farewell phrases and possession structures
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Test Exercises

- Exercises to consolidate and test knowledge of vocabulary and grammar covered in the unit

Unit 13 - Giving Directions

Useful Expressions & Vocabulary

- Essential vocabulary for asking for and giving directions
 - Common phrases and expressions used in navigation
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Grammar Focus

- Review of the Imperative mood and its uses (commands, instructions, requests)
-

Practice in Context

- Examples of dialogues and situations involving asking for and giving directions
 - Use of imperative forms in context
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Test Exercises

- Exercises to consolidate and test learner's knowledge of vocabulary and grammar covered in the unit

Unit 14 - Letters, Telephone Numbers, Faxes and Memos

English for Small Businesses (4/5)

Useful Expressions & Vocabulary

- Fundamental language and expressions used in business correspondence
 - Key vocabulary for letters, telephone numbers, faxes, and memos
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Grammar Focus

- Indirect questions as an essential part of formal business communication
-

Practice in Context

- Practical examples applying the vocabulary and expressions in realistic business scenarios
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Test Exercises

- Exercises to consolidate and test knowledge of the vocabulary, grammar, and structures covered in the unit

Unit 15 - Orders, Quotations and Invoices

Useful Expressions & Vocabulary

- Language and typical formats used for placing orders, quotations, and invoices
 - Key phrases for clear business communication in these contexts
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Grammar Focus

- Review of so and such used for emphasis in sentences
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Practice in Context

- Typical examples and dialogues covering placing orders, billing, and invoicing
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Test Exercises

- Exercises to consolidate and test learner's knowledge of vocabulary, grammar, and business communication covered in the unit

Unit 16 - Complaints and Apologies

Useful Expressions & Vocabulary

- Typical language used to make complaints and offer apologies in various situations
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Grammar Focus

- Overview of the most useful tenses for complaints and apologies
 - Exercises to practice and reinforce understanding
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Practice in Context

- Contextual dialogues and activities to practice the language covered
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Test Exercises

- Exercises to consolidate and test learner's knowledge of vocabulary, grammar, and communication skills covered in the unit
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