

UF1764: Inglés oral y escrito en el comercio internacional.

Sku: PA_UF1764

Horas: 90

Formato: HTML

OBJETIVOS

- Interpretar la información, líneas y argumentos de un discurso oral en inglés, formal e informal, presencial y retransmitido, de una operación comercial internacional definida.
- Interpretar los datos e información específica de distintos documentos, informes comerciales y fuentes de información de comercio internacional escritos en inglés extrayendo la información relevante para una exportación y/o importación de bienes/servicios.
- Producir mensajes orales complejos en inglés con fluidez, detalle y claridad, en situaciones-tipo del comercio internacional.
- Interactuar oralmente, en inglés, con fluidez y espontaneidad, con uno y al menos dos interlocutores, manifestando opiniones diversas, en distintas situaciones, formales e informales, propias de comercio internacional: visitas a ferias, gestiones y negociación de operaciones con clientes/proveedores

CONTENIDOS

Presentation of the Learning Unit Unidad de aprendizaje 1: Understanding oral communication and reading commercial documents Introduction and objectives

1. Moving goods or personal belongings: basic tools

1.1. Presentation

1.2. Moving to the USA to work / Transfer to the USA Simulation

1 1.3. Air freight or sea freight Guide for pronunciation 1 Video

1 1.4. Researching options to move belongings

1.5. Bill of lading Guide for pronunciation

2 1.6. Estimate or quotation 11.7. Understanding estimates Guide for pronunciation 3 Video 2 Simulation

2. Commercial or business letters

2.1. Case study: Ilum Spain

2.2. Introduction of a new product line

2.3. Request for pro forma invoice

2.4. Pro forma invoice

2.5. Incoterms

2.5.1. Introduction

2.5.2. Rules for any transport mode

2.5.3. Rules for sea & inland waterways only

2.6. Purchase order

3. International market studies and commercial reports

3.1. Case study: LED lighting Global Outlook

3.2. Understanding charts

4. Contract for the international commercial sale of goods

4.1. The six essential elements of an international sales contract

4.2. Model contract

4.2.1. Parties

4.2.2. Goods

4.2.3. Delivery and price

4.2.4. Payment conditions

4.2.5. Documents

4.2.6. Additional contractual clauses Video 3 Summary Test 1 Assessment 1 Assessment 1 Unidad de aprendizaje 2: Business meetings and commercial presentations Introduction and objectives

1. Visiting clients and international suppliers

1.1. Polite forms of address

1.2. Formal and informal greetings

1.3. Introductions and farewells Video

4 1.4. Social etiquette Video 5

2. Knowing and describing your products correctly

2.1. English adjectives

2.2. Comparison with -er/-est Guide for pronunciation 4 Guide for pronunciation 5

2.3. Irregular adjectives **3. Discursive strategies: intonation and pausing**

3.1. What is intonation?

3.2. Falling intonation

3.3. Wh-questions

3.4. Rising intonation

3.5. Falling or rising intonation

4. Commercial presentations

4.1. Introduction

4.2. Recommendations

4.3. Steps to make a sales presentation Guide for pronunciation 6

4.4. Key components

4.4.1. Context

4.4.2. Presenter

4.4.3. Message

4.4.4. Reaction, method and impediments

4.5. Preparing a presentation

4.6. Strategies for a successful presentation

4.7. Case study: Iberian Business Furniture

4.7.1. The presenter

4.7.2. Company's mission

4.7.3. Ergonomics in design

4.7.4. Our product line

4.7.5. Business in the European market

4.7.6. Summation - Questions and answers Summary Test 2 Assessment 2 Assessment 2 Unidad de aprendizaje 3: Negotiations and cultural context in the business world Introduction and objectives

1. Negotiating a sales: case study

1.1. Introductory meeting between IBF and Gerard Tech

1.2. Meeting to review IBF's initial proposal for project

1.2.1. Two more people are introduced

1.2.2. In the conference room Guide for pronunciation 7

1.3. Afternoon meeting to resolve questions about IBF's proposal

1.4. Final meeting to review contract Video 6

2. Linguistic context in international commerce

2.1. Evolution of English as a global language

2.2. British, North American and Australian English

2.3. Native/non-native speakers of English?

2.4. English as the world's international language Video 7

3. Cultural conventions and restrictions

3.1. Non verbal communication

3.1.1. Handshake, kiss or bow?

3.1.2. Issues of eye contact

3.1.3. How different cultures handle personal space

3.2. Other cultural norms

3.2.1. Punctuality

3.2.2. Casual conversations or small talk

3.2.3. Colours and gender issues Summary Test 3 Assessment 3 Assessment 3 Final Assessment Final Assessment Completion of the Learning Unit