

Categorías: Idiomas

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. Reading3. Vocabulary (Transport issues)4. Grammar (Present simple. Past simple. Future simple. Present Perfect Simple. For and since) 5. Listening5.1 Listening 15.2 Listening 26. Writing (Offer Letters)7. Speaking7.1 Pronunciation (Used to + Infinitive)7.2 Situation (Agreement and disagreement)8. Key ideas9. Links of interestUNIDAD 2. Inglés Gestión comercial (What is a product like?)1. Do you remember these words?2. Reading3. Vocabulary4. Grammar (Degree adverbs. Frequency Adverbs. "As well as" Conjunction)5. Listening5.1 Listening 15.2 Listening 26. Writing (Write down a telephone message)7. Speaking7.1 Pronunciation (Telephone phrases and vocabulary)7.2 Situation8. Key ideas9. Links of interestUNIDAD 3. Inglés Gestión comercial (Company and product)1. Do you remember these words?2. Reading3. Vocabulary4. Grammar (Adjectives, pronouns and adverbs. Comparatives and superlatives.Infinitive and gerund (verb patterns).5. Listening5.1 Listening 15.2 Listening 26. Writing (Catalogues. Brochures)7. Speaking7.1 Pronunciation7.2 Situation8. Key ideas9. Links of interestUNIDAD 4. Inglés Gestión comercial (Marketing)1. Do you remember these words?2. Reading3. Vocabulary4. Grammar (Relative clauses. Relative pronouns)5. Listening5.1 Listening 15.2 Listening 26. Writing (Writing Meeting Minutes)7. Speaking7.1 Pronunciation (What about David Oglivy?)7.2 Situation8. Key ideas9. Links of interestUNIDAD 5. Inglés Gestión comercial (Sales conditions: Installments)1. Do you remember these words?2. Reading3. Vocabulary (Payment terms. Sales Conditions)4. Grammar (Conditionals clauses)5. Listening5.1 Listening 15.2 Listening 26. Writing (Writing a proposal letter. A Contract)7. Speaking7.1 Pronunciation (Why do not we? Roughly speaking)7.2 Situation (Sales transactions)8. Key ideas9. Links of interestUNIDAD 6. Inglés Gestión comercial (Dealing with problems)1. Do you remember these words?2. Reading3. Vocabulary4. Grammar (Passive voice)5. Listening5.1 Listening 15.2 Listening 26. Writing (Writing down a formal answer to a complaint)7. Speaking7.1 Pronunciation (Answering in a formal way to a complaint)7.2 Situation8. Key ideas9. Links of interestUNIDAD 7. Inglés Gestión comercial (International Trade)1. Do you remember these words?2. Reading3. Vocabulary (Import and export terms)4. Grammar (Reported Speech. Say and Tell. Other Changes: Adverbs of time)5. Listening5.1 Listening 15.2 Listening 26. Writing (Writing a report)7. Speaking7.1 Pronunciation7.2 Situation8. Key ideas9. Links of interestUNIDAD 8. Inglés Gestión comercial (Money)1. Do you remember these words?2. Reading3. Vocabulary4. Grammar ("To Have")5. Listening5.1 Listening 15.2 Listening 26. Writing (Invoices)7. Speaking7.1 Pronunciation7.2 Situation8. Key ideas9. Links of interestUNIDAD 9. Inglés Gestión comercial (Regulations)1. Do you remember these words? 2. Reading3. Vocabulary (European union protocols and regulations)4. Grammar (Dependent clauses, conjunctions, What are subordinating conjunctions?)5.7.1 Listening5.1 Listening 15.2 Listening 26. Writing (Giving further information about sales contract)7. Speaking7.1 Pronunciation7.2 Situation8. Key ideas9. Links of interestUNIDAD 10. Inglés

gestión comercial (Figures)1. Do you remember these words?2. Reading3. Vocabulary4. Grammar (Be vs Do. What are "auxiliary verbs" in English? Which are the auxiliary verbs in English?)5. Listening5.1 Listening 15.2 Listening 26. Writing (Email translations. Different solutions to email translations)7. Speaking7.1 Pronunciation (Checking and clarifying on the phone)7.2 Situation8. Key ideas9. Links of interestUNIDAD 11. Inglés Gestión comercial (Foreign Customers)1. Do you remember these words?2. Reading3. Vocabulary (Negotiation: Useful expressions)4. Grammar (Negative and positive questions. Using the capital letters)5. Listening5.1 Listening 15.2 Listening 26. Writing (Writing a cover letter for clients)7. Speaking7.1 Pronunciation (What about something?)7.2 Situation (Negotiation)8. Key ideas9. Links of interestUNIDAD 12. Inglés Gestión comercial (Rules, rules and rules)1. Do you remember these words?2. Reading3. Vocabulary4. Grammar (Prepositions in English grammar)5. Listening5.1 Listening 15.2 Listening 26. Writing (Proforma invoice)7. Speaking7.1 Pronunciation (Starting and keeping a telephone conversation)7.2 Situation8. Key ideas9. Links of interestUNIDAD 13. Inglés Gestión comercial (Customers)1. Do you remember these words?2. Reading3. Vocabulary4. Grammar5. Listening5.1 Listening 15.2 Listening 26. Writing7. Speaking7.1 Pronunciation7.2 Situation8. Key ideas9. Links of interest