

## EXECUTIVE PROGRAMMES – AE109ESP

### Course Aim

To prepare students to communicate and function effectively in a business environment through the English language.

### Course Description

We can design a training course to meet your exact professional needs. All of our programmes are conducted by highly specialised and experienced tutors. These programmes can be designed for an individual or a closed



**Dates** Contact us for start dates  
**Age Groups** 21+  
**Accommodation** Host Family / Student Residence

**Price** €75 Registration  
**Additional Costs** €75 Course Materials + E-Learning

### Levels

A2 A2+ B1 B1+ B2 B2+ C1 C1+ C2

### This programme can cover:

- Meetings
- Telephone communication
- Case studies
- Developing learner autonomy
- Entertainment
- Business writing skills
- Email English
- Negotiation strategies
- Small talk

### Areas

#### Finance

- Financial statements
- Describing company performance
- Taxation
- Stock exchange
- Investment options
- Describing market performance
- Mergers and take-overs
- US & UK financial terminology
- Financial controlling
- Accounting
- Banking
- Credit and loans
- Foreign exchange
- Trade financing

#### Law

- Company law
- Labour law
- Consumer rights
- The courts system
- Litigation
- The legal profession
- Understanding contracts
- Writing contracts
- European law
- International commercial law
- Terminology

#### Sales & Marketing

- Describing your products or services
- Describing sales performance
- Negotiating with customers
- Analysing your marketing mix
- Brand management
- Promotional methods
- Dealing with advertising agencies
- International marketing strategies
- Managing a sales team
- Corporate identity
- Pricing strategy