



Asei School

ENJOY LANGUAGES

Business English Courses

In Company

*Corsi di Inglese per managers, dirigenti,
professionisti e titolari d'impresa*

UPPER
INTERMEDIATE

ADVANCED

PROFICIENCY

**BUSINESS
COMMUNICATION**

Groups 2-10 students
30 hours

**ENGLISH FOR
PROFESSIONS**

Individual Training
10, 20, 30 hours

**TOTAL
ENGLISH**

Combination Group + Individual
40, 50, 60 hours



Why Asei School?

At Asei School, we offer you much more than language training. Your training experience is personalised and tailored entirely to your needs and you have the flexibility of choosing the number of contact training hours per week as well as whether to follow group and/or individual training. Asei School operates out of a modern training centre which offers the high standards professional like yourself expect.

Asei School Training Philosophy

We help individuals who work internationally to communicate more confidently and effectively in English.

Our dynamic immersion training programmes focus specifically on the Business Communication skills and English Language knowledge that you will need to perform effectively in today's global marketplace.

Our courses are designed to address the needs of adults and professionals who are already in-service. The average age of our trainees is 40 and the minimum age is 24.

All our training programmes are learner – centred and needs driven. Your course is not based on a course book. Your trainer will design a customised course focusing on your needs and learning objectives so that you can reach your objectives faster and see immediate results.

On your first day of your course, your experienced trainer will help you identify and define your learning objectives. Only then will your specialised programme be designed.

Our experienced trainers come from a wide range of professional and business backgrounds hold prestigious EFL (English as a Foreign Language) qualifications and undergo regular Continuing Professional Development.

Our trainers use modern teaching methods and the latest teaching resources including interactive electronic boards and relevant internet-based resources.

At the end of your course, you will be presented with a detailed end-of-course report, including recommendations for further study. In addition, you will be offered a three-month post-course e-learning programme to further develop your English language and Communication skills.

Our training schedule gives you the flexibility to choose how many contact hours of training and in which format you would like to have them.

Modern Training Centre

Asei School operates from a modern professional training centre; our aim is to provide you with a relaxed, comfortable and professional learning environment including multimedia technology and interactive electronic boards.

We provide you with a spacious lounge where you will have the opportunity to practise your English and network with your trainers and fellow trainees. Complimentary refreshments, newspapers and other reading materials, WiFi and broadband internet access are also available throughout the centre free of charge. You can make use of the computers in the lounge to access the internet and catch up with emails. If you intend to bring your own tablet or laptop then we would recommend you ensure it is wireless-enabled as this is the easiest way for you to make use of our broadband internet access. Facilities to send and receive faxes are also available.

Our Clients

Ever since Asei School opened its doors in 2010, we have welcomed clients from different professions and backgrounds from all over the world. Our clients are mostly over 24 years old (average age is around 40) and already have a basic competence in English and wish to become more fluent, accurate and effective communicators in English.

Typically clients who book a course with us:

- Want to achieve their learning goals in the shortest possible time
- Work in an international environment where English is often used as a means of communication
- Need to improve their ability to communicate more fluently, accurately and effectively
- Are keen to become better at their professional communication skills (including giving presentations, negotiating, chairing or participating in meetings, writing or emailing, telephoning and socializing)
- Are already in-service.

Our experience was positive, Asei School delivered what it promised, flexible lesson timing, well-appreciated teaching staff and constant availability and support of project administrative and didactic staff throughout the course.

— Hr staff – CNH INDUSTRIAL

Our courses

Business Communication

Our Business Communication course is designed to help you develop the communication skills you require to perform your job successfully when communicating in English with international contacts. As part of a small group of in-service professional trainees, you will improve your Business English and your professional communication skills, chosen together with your trainer, from meetings, negotiations, presentations, participating in teleconferences, email and report writing, socialising and the use of diplomatic language in an international meeting or conference. Our experienced trainers will provide interesting and realistic business case studies and practice scenarios.

English for Professions

Our Individual Training courses are delivered by experienced trainers and are designed to target your specific needs. During the first session on the first day of your course, your trainer will carry out an in-depth needs analysis with you to determine which areas of language knowledge and which communication skills you need to improve in.

A bespoke training programme will be drawn up by the trainer to target your learning objectives specifically. You may choose to work on broadening your vocabulary in a specific field, such as finance, concentrate on areas of grammar which you find difficult or practise speaking to improve your fluency.

We also offer specialised, tailor-made courses for groups of two. All of our Individual Training can be combined with any of our Mini Group courses.

Whether you wish to focus on a single aspect of language, a communication skill or a mix of language and communication skills, your programme will be designed specifically around your needs. Your trainer will help you determine which aspects of language and communication are most important to you through an in-depth needs analysis carried out on your first day at Asei School. Areas of focus may vary from developing professional communication skills, such as giving presentations to practising specialist vocabulary in an appropriate context.

By choosing to follow the Individual Training option, your course is tailor-made to your needs and you will improve in the shortest possible time.

Total English Combination course

Our Total English course is ideal if you wish to enjoy the opportunity of combining the benefits of group interaction in the Mini Group with individualised attention during your individual training with your trainer. The course is designed to help you develop the skills you require to become more effective when communicating in English with international contacts. During your group sessions, you will improve your Business English and your professional communication skills, chosen together with your trainer and the other group participants, from meetings, negotiations, presentations, participating in teleconferences, email and report writing, socialising and the use of diplomatic language in an international meeting or conference. During the individual sessions with your trainer, you will identify areas of business language, such as specialist vocabulary, or a particular professional communication skill, where you feel you need more intensive practice.

Group Training: 30 hours

Our dynamic Mini Groups (average of 4 participants and a maximum of 10 participants) are the ideal environment to practise and develop your Professional Communication skills and language knowledge in a multinational environment.

Courses start every Monday

One-to-one Training: 10, 20, 30 hours

Individual training gives you the opportunity to work on your specific objectives maximising your time with us. One-to-one training is available throughout the year. Duration and start or programme are flexible.

Individual training is recommended for trainees with a Beginner or Elementary level of English.

Combination Training

Our Combination training option lets you combine our dynamic group sessions with personalised one-to-one specialised training. Your Group trainer will consult with your one-to-one trainer daily to ensure you reach your English language and Business communication learning goals.

Programme Options:

- 30 Hours Group + 10 Hours Individual Training
- 30 Hours Group + 20 Hours Individual Training
- 30 Hours Group + 30 Hours Individual Training

Courses start every Monday.



Who are they for

These courses are intended for middle and senior managers, executives and professionals who are already established and successful in their careers but who wish to improve their Business English language knowledge (grammar and business/specialist vocabulary) and your professional communication skills (leading/participating in (virtual) meetings, delivering presentations, negotiating, telephoning, socialising and email writing) for more effective communication in international situations.

Course benefits

During your course you will have the opportunity to:

- gain confidence and improve your professional communication skills when giving presentations, leading/participating in (virtual) meetings, negotiating, telephoning, socialising and writing emails in English
- increase your confidence and improve your fluency and effectiveness in Business Communication skills.
- improve your Business English language knowledge in grammar, business and/or specialist vocabulary and pronunciation and be able to speak English more accurately
- develop intercultural competence and awareness of your own culture and others' culture
- develop your practical communication skills such as active listening
- through active participation in realistic meetings and discussions, you will develop your confidence when communicating in English across a range of everyday business situations



Asei School In Company

Business Communications

SOCIALIZING

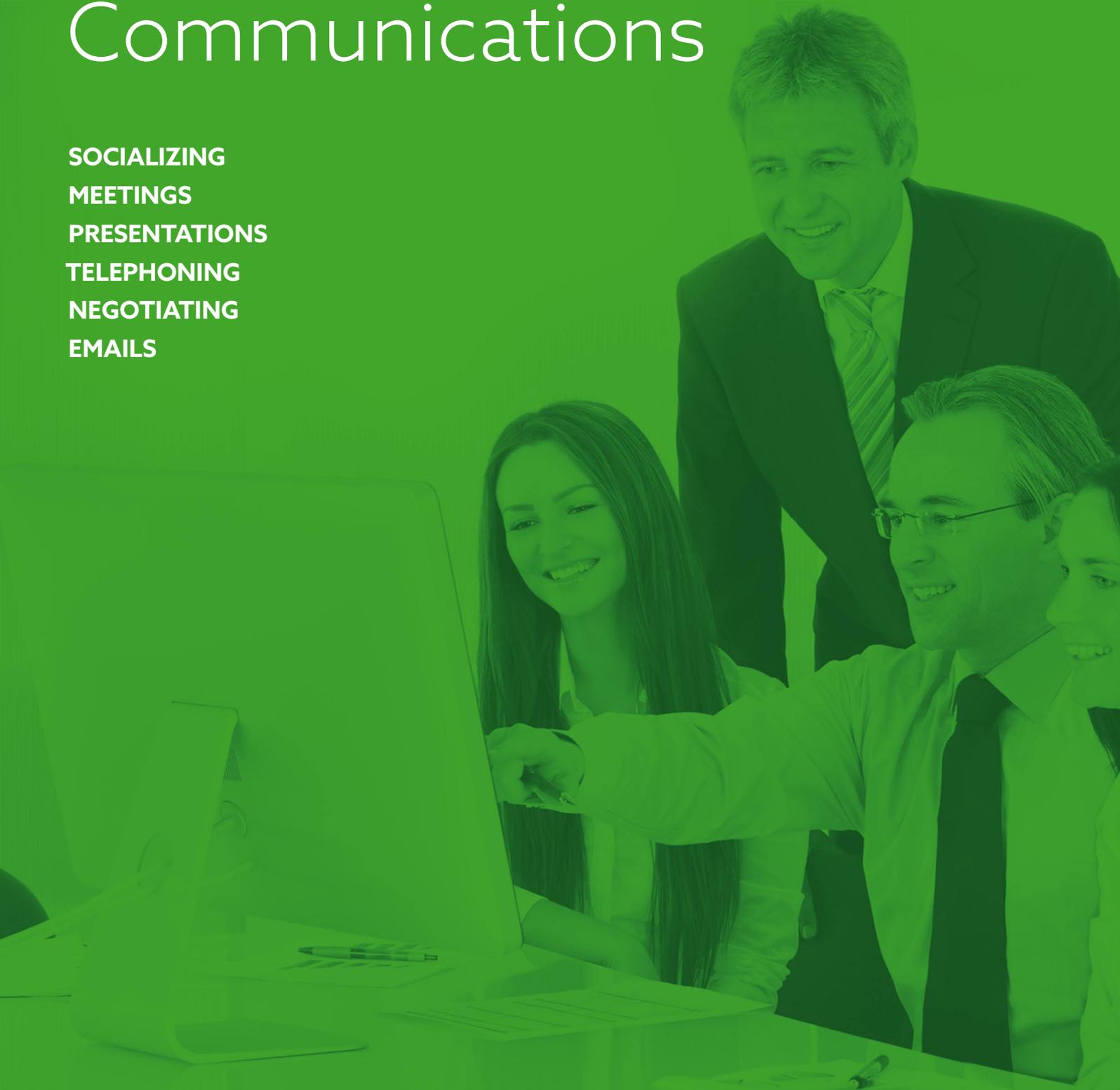
MEETINGS

PRESENTATIONS

TELEPHONING

NEGOTIATING

EMAILS





SOCIALIZING

Per tutti i professionisti che vogliono migliorare l'inglese per meglio socializzare nel loro contesto professionale.

Argomenti: Creare contatti, accogliere i visitatori, conoscersi, intrattenere un visitatore, pranzi e cene di lavoro, socializzare ad una fiera.

English for Socializing is an ideal short course for those who need English to socialize in a professional context.

Unit 1: Making contact: Making arrangements, meeting visitors, talking about plans. • **Unit 2:** Welcoming visitors: Talking about your company, offering refreshments, giving directions in a building. • **Unit 3:** Getting acquainted: Making small talk, talking about travelling, talking about personal possessions. • **Unit 4:** Entertaining a visitor: Showing a visitor around, talking about where you live, recommending things to do. • **Unit 5:** Eating out: Deciding what to order, thanking somebody for a meal. • **Unit 6:** Networking at a trade fair: Starting a conversation with a stranger, talking about your company and products, following up a new contact.



MEETINGS

Ideato per tutti i professionisti che devono prendere parte a meeting in lingua inglese.

Argomenti: Organizzare un incontro, confermare un incontro, ricalendarizzare; introdurre un meeting, fissare gli obiettivi, riportare i progressi, gestire le interruzioni; richiedere opinioni e contributi, riassumere i risultati, terminare il meeting, confermare decisioni e azioni da intraprendere, obiettivi per il meeting successivo.

English for Meetings is an ideal short course for professionals who need to participate in meetings in English.

Unit 1: Could we meet next week? Arranging a meeting, confirming a meeting, rescheduling. • **Unit 2:** Can we start now? Making introductions, starting a meeting, stating the objectives. • **Unit 3:** Can I make a point here? Reporting progress, explaining cause and effect, dealing with interruptions. • **Unit 4:** I'm not sure I agree: Asking for comments and contributions, expressing opinions. • **Unit 5:** It's a deal: Responding to offers, buying time, taking a vote, summarizing results. • **Unit 6:** So I think we're finished for today: Ending a meeting, confirming decisions and action points, follow-up.



PRESENTATIONS

Ideato per tutti i professionisti che devono preparare presentazioni in lingua Inglese nel loro lavoro.

Argomenti: Accogliere l'audience, introduzione degli argomenti, linguaggio del corpo, presentare ad un pubblico madrelingua inglese, gli strumenti della presentazione, creare effetti visivi, descrivere grafici e tabelle, descrivere le tendenze del mercato, strategie per una buona conclusione, domande e risposte finali.

English for Presentations is an ideal short course for professionals who regularly need to give presentations in English at work.

Unit 1: *Let's get started: Welcoming the audience, introducing the topic, dealing with nerves.* • **Unit 2:** *Today's topic is... : Body language, presenting to an English-speaking audience.* • **Unit 3:** *My next slide shows... : Presentation tools, using approximate numbers, creating effective visuals.* • **Unit 4:** *As you can see from this graph... : Describing graphs and charts, interpreting visuals, describing trends.* • **Unit 5:** *To sum up... : Strategies for a good conclusion.* • **Unit 6:** *Any questions? Handling the question and answer session.*



TELEPHONING

Per tutti i professionisti che utilizzano la lingua inglese durante le telefonate di lavoro in un contesto business.

Argomenti: Procedure basilari, identificare sé stessi, mettere in attesa, scambiarsi informazioni, prendere e lasciare messaggi, preposizioni; prendere e confermare appuntamenti, orari e date, telefonate al telefono cellulare; gestire i reclami, supporto tecnico, assistenza telefonica al cliente. Gestire le proposte.

English for Telephoning is an ideal short course for those who need to make effective telephone calls in English in a business context.

Unit 1: *Shall I put you through? Telephoning basics, identifying yourself, getting through.* • **Unit 2:** *Could you spell that for me? Exchanging and checking information, spelling over the phone.* • **Unit 3:** *Let me get back to you on that: Voicemail greetings, leaving and taking messages, prepositions.* • **Unit 4:** *When would suit you? Making and confirming arrangements, times and dates, mobile phone calls.* • **Unit 5:** *I'm very sorry about that: Making and dealing with complaints, technical support, telephone customer care.* • **Unit 6:** *How does that sound? Making and reacting to proposals, reaching agreements.*



NEGOTIATING

English for Negotiating è il corso ideale per i professionisti che hanno bisogno di utilizzare la lingua inglese in questo settore specifico.

Argomenti: Preparazione, programmazione degli obiettivi, l'incontro, le proposte, la contro-offerta, gestire la negoziazione, gestire l'accordo.

English for Negotiating is an ideal short course for professionals who regularly need to negotiate in English at work.

Unit 1: Preparation: Asking for information, planning a meeting, providing explanations. • **Unit 2:** Setting objectives: Arranging a meeting, stating interests, agreeing an agenda. • **Unit 3:** The meeting: Sending a cover letter/email, amending/confirming the agenda, stating goals. • **Unit 4:** Proposals: Presenting proposals/counter-proposals, expressing (im)possibilities, linking offers to conditions. • **Unit 5:** A new offer: Enquiring about offers, expressing opinions, suggesting a solution. • **Unit 6:** Dealing with deadlock: Expressing (dis)agreement, asking pertinent questions, making and obtaining concessions, encouraging agreement. • **Unit 7:** Agreement: Describing current/future situations, conveying commitment, setting deadlines, summarizing.



EMAILS

Pensato per tutti coloro che utilizzano le e-mail in un contesto business.

Argomenti: Introduzione alle e-mail formali ed informali, domande nelle e-mail, e-mail di richiesta, scambio di informazioni, prendere e confermare gli appuntamenti via e-mail.

English for Emails is an ideal short course for anyone who needs to write emails in a business context.

Unit 1: An introduction to emails: The email screen, email structure, subject lines. • **Unit 2:** Formal and informal emails: Formal/informal phrases, abbreviations • **Unit 3:** Enquiries: Writing and replying to enquiries, polite language • **Unit 4:** Requesting action: Writing to colleagues, talking about deadlines and taking action • **Unit 5:** Exchanging information: Informing and replying, colloquial phrases, being diplomatic • **Unit 6:** Making and confirming arrangements: Typical phrases, prepositions of time, apology.

Asei School In Company

English for Professions

MANAGEMENT

MARKETING AND ADVERTISING

SALES AND PURCHASING

HUMAN RESOURCES

CUSTOMER CARE

COMMERCE

TOURISM

FINANCE

LEGAL PROFESSIONALS

ENGINEERING

AUTOMOBILE

LOGISTICS

ENERGY

TELECOMS AND IT

HOTEL & CATERING

PHARMACEUTICAL INDUSTRY

MEDICINE





MANAGEMENT

Il corso è un must per gli studenti di MBA, per tutti gli altri programmi di Business e per i professionisti che debbano utilizzare l'inglese in contesti di tipo manageriale.

Argomenti: Questo corso offre il lessico del settore management con riferimenti e spiegazioni contestuali per studenti di livello intermedio e superiore (B1-C1). Argomenti: la leadership, finanza, casi studio reali di business.

This course is a must for both students of MBA and other Business programmes and professionals who need to use English in managerial context.

This course offers management vocabulary reference and practice for learners of intermediate level and above (B1-C1). • **Unit 1:** Leadership • **Unit 2:** Change Management • **Unit 3:** Finance • **Unit 4:** Real business case studies.



MARKETING AND ADVERTISING

È il corso ideale per i professionisti del settore Marketing e Advertising che hanno bisogno di saper comunicare in modo sicuro ed efficiente in lingua inglese.

Argomenti: introduzione a marketing e advertising, ricercare i clienti, pianificare una strategia di marketing, creare la pubblicità, gli strumenti del marketing, farsi conoscere pubblicamente – siti internet, sponsor, comunicati stampa –, il marketing attraverso le fiere.

English for Marketing and Advertising is an ideal short course for marketing and advertising professionals who need to communicate confidently and effectively in English.

Unit 1: Introduction to marketing and advertising: Jobs and responsibilities, corporate identity, branding. • **Unit 2:** Finding the customer: Market research, customer profiles, data collection. • **Unit 3:** Planning a marketing strategy: The marketing plan, the four Ps, pricing and positioning strategies. • **Unit 4:** Creating ads: The AIDA model for advertising, working with an ad agency, advertising channels. • **Unit 5:** Marketing tools: distribution channels, types of discount, types of retailer, telemarketing, direct marketing. • **Unit 6:** Presenting your public face: Public relations, websites, sponsoring, press releases. • **Unit 7:** Marketing through trade fairs: Give-aways, organising events, attending a trade fair.



SALES AND PURCHASING

È il corso ideale per tutti i professionisti del settore che hanno bisogno di comunicare con i clienti e colleghi internazionali nell'ambito delle vendite e degli acquisti.

Argomenti: Lavoro e responsabilità, come mantenere i nuovi contatti, le negoziazioni, gli ordini, il customer care- la gestione dei problemi al telefono, online e tramite corrispondenza.

English for Sales and Purchasing is an ideal short course for anyone who needs to communicate effectively with international clients and colleagues in a sales or purchasing environment.

Unit 1: Jobs and responsibilities: Job titles and tasks, a sales meeting, a requisition • **Unit 2:** New contacts: At a trade fair, relationship building, follow-up emails • **Unit 3:** Offers: A sales pitch, the AIDA approach to sales, a request for proposal, an offer letter • **Unit 4:** Negotiations: Tips for successful negotiations, a company visit, negotiating styles • **Unit 5:** Orders: Telephone orders, online orders, numbers and figures, contract terms and phrases • **Unit 6:** Customer care: Dealing with problems over the telephone, online, and in writing.



HUMAN RESOURCES

È il corso ideale per i professionisti del settore Risorse Umane e Selezione del personale che necessitano dell'utilizzo della lingua inglese nel loro lavoro.

Argomenti: Il recruitment, la selezione, il lavoratore ed il posto di lavoro, lo sviluppo delle risorse umane, premi e remunerazioni, la tutela dei lavoratori.

English for Human Resources is an ideal short course for those working in human resources and recruitment, who need to use English at work.

Unit 1: Recruitment: Job descriptions, person specifications, recruitment sources and advertising • **Unit 2:** Selection: Job advertisements, a curriculum vitae, the job interview • **Unit 3:** Employee relations: Employee contracts, disciplinary and grievance procedures, health and safety at work • **Unit 4:** HR development: HR development practices, dealing with staff problems, appraisal interviews and reports, training courses • **Unit 5:** Reward and remuneration: Salary and fringe benefits, salary reviews • **Unit 6:** Industrial relations: The role of trade unions, labour relations, a wage negotiation.



CUSTOMER CARE

English for Customer Care è un corso breve, ideale per coloro che vogliono comunicare con i propri clienti in maniera efficace e raffinata, al telefono, di persona o con la parola scritta.

English for Customer Care is an ideal short course for those who need to communicate with customers effectively and politely in English, over the phone, in person, or in writing.

Unit 1: *Introduction to Customer Care: Customer care success, customer care business and jobs.* • **Unit 2:** *Face to face with customers: Body language, a company visit, trade fairs, the invisible customer.* • **Unit 3:** *Dealing with customers on the phone: General telephoning, the 'customer care' phone call, what the customers really hear.* • **Unit 4:** *Call centre success: Taking an order, hotline, customer-centered call centres.* • **Unit 5:** *Delivering customer care through writing: Effective letters and emails, formal and informal writing styles.* • **Unit 6:** *Dealing with problems and complaints: Complaint strategies and policies, the letter of apology, explaining company policy.*



COMMERCE

Il corso è specifico per il settore del commercio al dettaglio e all'ingrosso; l'obiettivo è di sviluppare linguaggio e competenze utili a comunicare in contesti formali nel posto di lavoro, quali ad esempio le riunioni di lavoro e le presentazioni, e contesti informali.

A course for pre-work students who are studying for a career in commerce. Commerce develops the vocabulary, language, and skills that students need to communicate effectively in both formal and informal scenarios in the workplace. These include taking part in meetings, giving presentations, and socializing with colleagues.

Argomenti: *lo sviluppo del business, l'azienda, il viaggio d'affari, il marketing, lo stile, la tecnologia nel commercio, il gruppo di lavoro, idee brillanti, relazionarsi con le persone.*

Unit 1: *The business environment: Getting on in business, researching a well-known company.* • **Unit 2:** *The company: How to manage your time, researching a company's structure* • **Unit 3:** *Travel: Travelling tips, researching an airline* • **Unit 4:** *Sales: Find your own USPs, researching Ebay* • **Unit 5:** *Cultural awareness: How to make a good impression, researching advice on how to behave in a particular country* • **Unit 6:** *Trade fairs: Attending a careers fair, researching an entrepreneur* • **Unit 7:** *Advertising: Improve your creativity, creating an advert promoting careers in sport* • **Unit 8:** *Fashion and style: How to dress for the international business world, presenting your company* • **Unit 9:** *Technology: Staying up to date, email tips* • **Unit 10:** *Job satisfaction: Researching good employers, talking about working conditions* • **Unit 11:** *Market research: Be a good listener, interviews in the street* • **Unit 12:** *Bright ideas: Become more inventive* • **Unit 13:** *Dealing with people: Dealing with your anger, do an online test about Emotional Intelligence* • **Unit 14:** *Getting a job: Key interview questions, finding a suitable job online.*





TOURISM

Il corso è dedicato al settore del turismo ed è finalizzato allo sviluppo del vocabolario, del linguaggio e delle competenze di cui lo studente ha bisogno per comunicare con clienti e colleghi in un ruolo amministrativo o manageriale.

Argomenti: *le destinazioni nel mondo, i tour operator, le motivazioni del viaggio, le agenzie turistiche, il trasporto, le accommodation, marketing e promozione, prenotazioni e vendite.*

Tourism is ideal for pre-intermediate to upper-intermediate levels, who will need to use English in work situations.

Tourism is divided into three levels: Provision, Encounters, and Management. Each of these levels develops the vocabulary, language, and skills that students will need to communicate effectively with customers and colleagues, whether working in an administrative or managerial role.

Unit 1: *World destinations: Different destinations - different customers, favourite places* • **Unit 2:** *Tour operators: The personal touch, tour operators in your country, package holidays* • **Unit 3:** *Tourist motivations: Old and new tourism, reasons for travel, passenger survey, the changing face of tourism* • **Unit 4:** *Travel agencies: Identifying needs, local travel agency evaluation, presenting a product, the sales process, the impact of the internet* • **Unit 5:** *Transport in tourism: Exceeding expectations, transport in your country* • **Unit 6:** *Accommodation: Local accommodation, taking reservations over the phone, unusual accommodation* • **Unit 7:** *Marketing and promotion: Local tourism promotion, learning from customers, analysing product* • **Unit 8:** *Reservations and sales: Putting on the pressure, taking a booking, handing over tickets.*



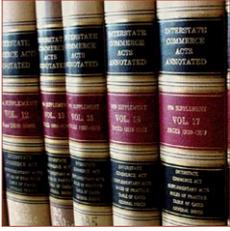
FINANCE

Il corso è dedicato al settore della finanza; l'obiettivo è di sviluppare il linguaggio e le competenze che servono agli studenti per ricoprire diversi ruoli nella carriera finanziaria, come ad esempio l'economista, il revisore contabile, il banchiere e l'assicuratore.

Argomenti: I servizi delle compagnie finanziarie, indicatori economici, i cicli economici, i settori economici, banking, la Borsa, strategie di investimenti, finanza interna nelle aziende.

A course for for a career in the finance industry. Finance develops the vocabulary, language, and skills that students need for use in a range of financial careers such as accounting, economics, auditing, tax, banking, insurance, trading, and statistics.

Unit 1: Personal finance: Customer relationship management, the banking code, financial check-up, customer complaints • **Unit 2:** Company financial services: Outsourcing, controlling business expenses, scheduling appointments • **Unit 3:** Economic indicators: Investing in emerging markets, presenting figures, interpreting data, presenting data, explaining trends and their causes • **Unit 4:** Economic cycles: How to behave in meetings, the IMF and World Bank, The 'Great Depression', managing the world economy, recession and recovery • **Unit 5:** Economic sectors: Regional development agencies, investment decisions, competing in the global economy, the road to development • **Unit 6:** Banking: Selling on the phone, researching a bank, types of banks, an organisation chart for a bank • **Unit 7:** Stock markets: Investment strategies, researching a share's performance, why do stock markets move? • **Unit 8:** Company internal finance: Negotiating, finance for small businesses, cash flow, financing the company, insisting on payment, annual reports.



LEGAL PROFESSIONALS

Il corso Legal Professional è un corso breve, ideale per coloro che necessitano di un lessico legale in ambito lavorativo, da utilizzare con clienti, partner e colleghi. Il corso è l'ideale introduzione per il nuovo Cambridge International Legal English Certificate (ILEC).

English for Legal Professionals is an ideal short course for anyone who needs to speak about the law in a business environment to clients, business partners, and colleagues. This course is the ideal preparation for the new Cambridge International Legal English Certificate (ILEC).

Unit 1: *Setting up a business: Choosing the right business type, company liability.* • **Unit 2:** *Employing people: Employment contracts, amendments, letters of resignation.* • **Unit 3:** *Buying and selling goods and services: Preambles, agreements and contracts of sale, contractual disputes.* • **Unit 4:** *Protecting intellectual property: copyright, patent, trademark, rights agreement.* • **Unit 5:** *Mergers and acquisitions: Planning an acquisition, M & A procedure, financing a takeover* • **Unit 6:** *Risk management and insolvency: Assessing legal risk, causes and implications of insolvency, creditors' rights.*



ENGINEERING

Il corso Engineering sviluppa il lessico, la lingua e le abilità necessarie nei differenti ambiti di ingegneria: meccanica, elettronica, elettrica, del design, civile e strutturale, aerospaziale, dei materiali, con specifica attenzione al calcolo.

Engineering develops the vocabulary, language, and skills that students need for use in a range of different types of engineering, including Mechanical, Electronic, Electrical, Design, Civil & Structural, Aerospace, and Materials, with a special focus on number work throughout.

Unit 1: *Engineering* • **Unit 2:** *Design and modeling* • **Unit 3:** *Measurement* • **Unit 4:** *Strength and stiffness* • **Unit 5:** *Movement* • **Unit 6:** *Electricity* • **Unit 7:** *Electronics* • **Unit 8:** *Computing and logic* • **Unit 9:** *Materials* • **Unit 10:** *Air and water* • **Unit 11:** *Heat* • **Unit 12:** *Light and sounds* • **Unit 13:** *Manufacturing* • **Unit 14:** *Codes and standards* • **Unit 15:** *Helping to save the planet.*



AUTOMOBILE

Il corso Automobile si rivolge a coloro che hanno bisogno di migliorare il proprio inglese per comunicare con i colleghi, i clienti e i partner esteri del settore automobilistico.

Argomenti: *l'auto, l'esterno, interno della macchina, le performance e le specifiche tecniche, la sicurezza, il design e le future tendenze.*

English for the Automobile Industry is the ideal quick course for anyone who needs English to communicate with colleagues, customers, and business partners in the automotive industry.

Unit 1: *Introduction to the car: Factors involved in buying a car, types of car, car sales.* • **Unit 2:** *The exterior: Exterior car parts, car production, a quality problem.* • **Unit 3:** *The interior: Interior car parts, the instrument panel, a delivery problem.* • **Unit 4:** *Under the bonnet: The engine, a technical support hotline, an international car show.* • **Unit 5:** *Performance and technical specifications: Launching a new model, a road test, materials and their properties.* • **Unit 6:** *Safety: Active and passive safety features, choosing safety features, car recalls.* • **Unit 7:** *Design: The design process, constraints, expanding the product range.* • **Unit 8:** *Future trends: The car of the future, environmental awareness, fuel cells.*



LOGISTICS

Il corso Logistics si rivolge a coloro che devono migliorare il proprio inglese per comunicare durante i trasporti e lo stoccaggio di beni e prodotti.

Argomenti: *servizi logistici, inventario, management, modelli di trasporto, trasporto dei prodotti, magazzino, documentazione e metodi di pagamento.*

English for Logistics is an ideal short course for those who work in the logistics industry, and who need English to communicate when transporting, shipping, and storing goods.

Unit 1: *Introduction to logistics: Setting the scene, jobs in logistics, regular activities.* • **Unit 2:** *Logistics services: Product ranges, value-added services.* • **Unit 3:** *Inventory management and procurement: Continuous replenishment, job advertisements* • **Unit 4:** *Modes of transport: Transport and handling equipment, container types.* • **Unit 5:** *Planning and arranging transport: Transport options, measurements, quotations.* • **Unit 6:** *Shipping goods: Markings, loading, shipping instructions* • **Unit 7:** *Warehousing and storage: Handling equipment, warehouse areas.* • **Unit 8:** *Documentation and finance: Documents in foreign trade, import instructions, payment methods.*



ENERGY

Il corso Energy, si rivolge a coloro che hanno bisogno di migliorare il proprio inglese per comunicare con i colleghi, i clienti e i partner esteri del settore energetico.

Argomenti: le risorse energetiche, il mercato e i consumatori, protezione dell'ambiente, piano d'investimenti, il futuro dell'energia.

English for the Energy Industry is an ideal short course for anyone who needs English to communicate with colleagues and business contacts in the energy industry sector.

Unit 1: Introduction to the energy business: Fuels and energy sources, types of power plant, supplying the customer • **Unit 2:** Markets and customers: Residential, business, and industrial customers, supplying an industrial customer, breakdown in supply. • **Unit 3:** Protecting the environment: Energy saving, the image of the energy industry, technical measures to reduce pollution, the cost of protecting the environment. • **Unit 4:** The nuclear issue: Developments in nuclear power, the nuclear production process, safety and security issues. • **Unit 5:** Investment plans: Mergers and takeover, SWOT analyses, financial documents. • **Unit 6:** The future of energy: Future production, demand, and supply, departments and their functions, the fuel cell.



TELECOMS AND IT

Il corso, rivolto al settore delle telecomunicazioni e dell'informatica, è ideale per i professionisti del settore che vogliono migliorare la lingua inglese.

Argomenti: Convergenze nelle telecomunicazioni e nelle tecnologie informatiche, mobilità nella tecnologia, soluzioni software, project management, infrastrutture globali, network management.

English for Telecoms and Information Technology is an ideal short course for anyone working in the telecoms and information technology sector.

Unit 1: Convergence in telecoms and IT: Convergence in technology, convergence in business, a converged future. • **Unit 2:** Mobility: Mobile devices, mobile technology. • **Unit 3:** Software: Software solutions, project management. • **Unit 4:** Networking: global infrastructure, network management. • **Unit 5:** Data centres and security: Data centres, information security, banking security. • **Unit 6:** Services: Managed services, Service Level Agreements. • **Unit 7:** Media: Television, media start-ups, website usability. • **Unit 8:** Society: Healthcare, surveillance, technology adoption in society.



HOTEL & CATERING

Il corso specifico dedicato al comparto hotel e catering risponde all'esigenza di una maggiore competenza linguistica per interagire in modo adeguato con i turisti stranieri.

Argomenti: prenotazioni e informazioni, risolvere i problemi al check-in, servire da mangiare e da bere, nomi dei piatti e ingredienti, gestire le richieste e le lamentele. Assistenza pre e post vendita.

Unit 1: dealing with incoming calls • **Unit 2:** customer information • **Unit 3:** taking reservations • **Unit 4:** correspondence • **Unit 5:** welcoming guests • **Unit 6:** dealing with check-in problems • **Unit 7:** serving drinks • **Unit 8:** food service • **Unit 9:** complaints and apologies • **Unit 10:** living advice ad assistance



MEDICINE

Il corso è specifico per medici ed altre figure professionali che progettano di lavorare in paesi stranieri.

Argomenti: il lavoro nella pratica generale del medico, istruzioni e procedure, spiegare e rassicurare, occuparsi delle procedure, empatia con i pazienti e con i loro parenti, bambini e ragazzi, lavorare in team.

It is suitable for doctors and other health professionals who plan to work in English-speaking countries.

Unit 1: Presenting complaints: Understanding culture, interpreting body language. • **Unit 2:** Working in general practice: Short questions in the general history, general practice in the UK. • **Unit 3:** Instructions and procedures: Preparation for carrying out a procedure. • **Unit 4:** Explaining and reassuring: Research into complaints. • **Unit 5:** Dealing with medication: Prescribing drugs in hospital, clinical incident reporting. • **Unit 6:** Lifestyle: Sympathy and empathy, research in medicine • **Unit 7:** Parents and young children: Reassurance, baby's six-week check, applying for work. • **Unit 8:** Communication: Understanding patients, asking and responding to open questions, information web search. • **Unit 9:** Working in psychiatry: Asking about self-harm, describing patients. • **Unit 10:** Terminal illness and dying: Care in the community, recognising patients' emotions, informing a relative about death. • **Unit 11:** Working in a team: Politeness in different cultures, appropriate responses, asking a senior colleague for help.





PHARMACEUTICAL INDUSTRY

Il corso è rivolto a coloro che operano nei settori di ricerca e sviluppo, produzione e controllo qualità dell'industria farmaceutica.

Argomenti: *Il meeting di presentazione, la ricerca nel settore delle sostanze stupefacenti, controllo qualità e revisione contabile, lettura dei test negli organismi viventi.*

English for the Pharmaceutical Industry is an ideal short course aimed at those working in research and development, production, and quality control in the pharmaceutical industry.

Unit 1: *The kick-off meeting: Providing information, introducing oneself, one's field and projects, summarizing action points, writing job ads.* • **Unit 2:** *Substance discovery: Asking about drug discovery and drug development, talking about time periods, asking for and giving opinions.* • **Unit 3:** *Quality assurance and auditing: Informing, asking questions during an audit, suggesting corrective action, discussing SOPs.* • **Unit 4:** *Reading for testing in live organisms: Describing a process, getting information, making suggestions, linking ideas, requesting information and responding directly.* • **Unit 5:** *Drug safety and regulatory affairs: Reporting severe adverse events, discussing the causes of SAEs, asking about implications from a drug, giving general advice, giving strong warnings.* • **Unit 6:** *Production and packaging: Expressing moments in time, giving instructions, describing a process, giving presentations.*



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