



MARKETING *Club* 152nd

152nd Marketing Club
108th Business Club
36th Riyadh Club

Business English

اللغة الانجليزية في الأعمال



JOIN FREE

LIVE WEBINAR

Date	Time	Time	Time	Place
27-8-24	8 pm	KSA & Egypt		Online Zoom
Tuesday				

CLUB FOUNDER, HOST
DR. MAHMOUD BANGAT
LEGENDARY DIRECTOR



Instructor
Mr. Mohamed Abulez
English Master Instructor

Master Your Business English

Mohamed Abulez



- ***What does it take to be a great leader?***



Course Objective

- *The course works mainly on the language used in global business environment via studying videos, audio recordings and contexts in a professional, interactive learning environment to sound professional in the workplace.*



The main purpose of learning any language

- ***Communicate better (get the message and get the message across)***
- ***Express your opinions and feelings***



Our approach

- ***pronunciation***
- *Schedule – purchase – purchaser – purchasing power – distributor*
- ***Common business idioms – collocations***
- *He called in sick. - It's not rocket science. - Power lunch*
– Your brand will go viral. – have a party – make an appointment – provide services – pursue my career – make your dream come true
- ***Common mistakes (culture - structure - literal translation)***
- *He has an attitude. Think big – aim high – bear with me – hang in there*
- ***Role play – take turns***



Daily assignments

- ***Summary recordings***
- ***Speaking tasks + detailed feedback***
- ***Quizzes and exams***



Course content

- **The course addresses the following topics in detail:**
- ***The language of business meetings***
- ***Presentation language***
- ***Email writing (formal – informal)***
- ***Business telephone conversations***
- ***Common business topics*** (*negotiation - managing change – teamwork – leadership – customer care*)



Give synonyms

- ***Super special = it's out of this world = beyond compare***
- ***It's one of a kind = it's second to none***
- ***I can't understand it. = I can't figure it out***
- ***This is our selling point. = competitive edge (masterpiece)***
- ***Different perspectives = to each his own***



- ***Every session has a different discussion.***



- ***Speaking descriptors***



Common mistakes

- We have a meeting on a daily basis.
- We're going to discuss it in minute detail.
- I and Ahmed decided to go shopping.



What is the difference?

- Niche market vs. mass market
- White-collar jobs vs. blue-collar jobs
- Hang in there vs. bear with me



Tips to promote your language

- ***Life begins at the end of your comfort zone.***
- ***Practice makes perfect***
- ***Imitation***
- ***Follow through***
- ***Opt your sources***
- ***Consistency pays off***
- ***It doesn't happen overnight***
- ***Keep yourself up-to-date and up-to-speed***



Courses offered

- ***General English***
- ***English conversation***
- ***Academic writing***
- ***Business English***
- ***ielts preparation***
- ***Pronunciation workshops***
- ***Classroom language***
- ***ESP courses (Customized Training Programs)***
- ***Cambridge KET / PET***
- ***Duolingo preparation***



THANK YOU!

