

## Case Study 3

<b>Client</b>	Major Department Store
<b>Trainee</b>	Assistant Buyer
<b>Profile</b>	Pierpaolo was an Assistant Buyer in the Business Travel department of a prestigious department store in Milan, Italy. His priority was to build his confidence using English extensively with international suppliers and contacts. Spoken fluency and listening comprehension were strong, but accuracy in speaking and writing was relatively weak. He lacked a strong grounding in functional business English language and was unsure of how to apply social skills in a business setting.
<b>Programme</b>	Task-based programme setting specific task objectives to enhance use of appropriate language, communicative performance and social skills. Skills mix was 40% writing skills for email correspondence, 40% speaking skills for face-to-face interactions and telephoning, 20% listening skills for negotiating.
<b>Schedule</b>	36 hours: 6 x 3-hour sessions per week x 2 weeks
<b>Outcomes</b>	<p><b>Task Based Outcomes</b></p> <p>Competent at using natural business English language for key tasks including:</p> <ul style="list-style-type: none"> <li>• Email correspondence with suppliers: negotiating and confirming terms, delivery schedules, clarifying, problem-solving</li> <li>• Managing telephone discussions, including: starting, progressing and ending calls appropriately; checking and confirm information; repairing strategies</li> <li>• Taking negotiating positions and being flexible - using tentative language</li> <li>• Building business relationships including informal social conversation</li> <li>• Providing and requesting detailed and accurate product information</li> <li>• Describing production processes</li> <li>• Placing, confirming and checking orders</li> <li>• Evaluating, comparing and contrasting brands</li> <li>• Analysing, assessing and forecasting trends</li> <li>• Comparing international retail business cultures</li> </ul> <p><b>Skills Outcomes</b></p> <ul style="list-style-type: none"> <li>• <b>Lexical and functional range:</b> much greater command of practical expressions and descriptive language relating to negotiating, products and services, and English for social settings including familiarisation with conversational gambits</li> <li>• <b>Accuracy:</b> minimised errors such as recurring misuse of prepositions, articles, subject-verb agreement, conditionals, word partnerships</li> <li>• <b>Style:</b> better able to select formal or informal register appropriate to context</li> <li>• <b>Writing:</b> confident in use of set formulas and expressions typical of transactional email correspondence such as checking and confirming data</li> </ul>
<b>Testimonial</b>	<i>"A perfect way of teaching designed for my needs and requests. I managed to overcome the limits that I had before. High quality teaching helped me to improve my English knowledge. I have recommended this course to my colleagues."</i>