



SPECIALISED COURSES

2016/2017

jamesCOOK
languages



ONE-DAY SPECIALISED OPEN COURSES



Topics - English	2016 October - December	2017 February - June	2017 July - August
All About Phrases	13. 10. 2016 7. 12. 2016	28. 2. 2017 29. 3. 2017	26. 7. 2017
Be Confident in Writing	18. 10. 2016 6. 12. 2016	23. 2. 2017 17. 5. 2017	9. 8. 2017
Be Confident on the Phone	12. 10. 2016 22. 11. 2016	16. 2. 2017 5. 4. 2017	25. 7. 2017
Business Meetings	20. 10. 2016	22. 2. 2017 25. 4. 2017	1. 8. 2017
Cross Culture	25. 10. 2016	21. 2. 2017 4. 4. 2017	19. 7. 2017
CzEnglish	8. 11. 2016	22. 3. 2017	12. 7. 2017
Financial and Banking English	9. 11. 2016	15. 3. 2017	18. 7. 2017
Grammar Refresh	11. 10. 2016 29. 11. 2016	1. 3. 2017 26. 4. 2017	8. 8. 2017
HR English Expert	15. 11. 2016	28. 3. 2017	2. 8. 2017
Introduction to HR English	26. 10. 2016	7. 3. 2017	11. 7. 2017
Marketing English	3. 11. 2016	14. 3. 2017	
Negotiation and Argumentation	19. 10. 2016 10. 11. 2016	15. 2. 2017 11. 4. 2017	16. 8. 2017
Practise your Presentation Skills	24. 11. 2016	18. 5. 2017	
Theory and Tips on How to Present Effectively	1. 11. 2016	8. 3. 2017	15. 8. 2017

Topics - German

Presenting in German	23. 11. 2016	16. 5. 2017
Telephone and Email Communication in German	2. 11. 2016	2. 3. 2017

Organisation of courses

- ▶ At the premises of James Cook Languages, Florentinum, Na Florenci 15, Praha 1.
- ▶ All the courses are run by qualified and experienced native speakers and Czech teachers.
- ▶ The teachers not only have experience in teaching foreign languages, but also have expertise in the discipline they teach.
- ▶ You will receive excellent materials that you can make further use of directly in your work environment.
- ▶ Courses are always from 9am till 4pm.
- ▶ Courses are always in a small groups of 3 - 8 students.



ONE-DAY SPECIALISED OPEN COURSES

PRICE CONDITIONS

1 – 5 registered	3 250 Kč
6 – 15 registered	2 275 Kč
16 and more registered	1 300 Kč

All prices are per person, do not include VAT, and are valid when registering the set number of students for any course.

Register and get more info at www.jcl.cz.



Why choose one-day specialised open courses?

► Specialisation

You are a specialist, business person or manager, you use the foreign language as a working tool and your job calls for specialised terminology and competences.

► International environment

You want to be able to communicate professionally and with confidence with your clients and colleagues in an international environment.

► Intensity

You need to gain skills quickly and immediately apply them in practice.

► Extension

You have regular classes, but need to improve a specialised or specific area of language.

► Refresher

You use the foreign language regularly, but sometimes feel you need to revise or expand your knowledge.

► Sharing

You want to use the opportunity to meet with professionals from other companies and share your expertise.



ONE-DAY SPECIALISED OPEN COURSES

Form of teaching

► **Combination**

Training of professional and language skills.

► **Teaching only in the foreign language**

The courses are conducted chiefly by native speakers = a faster and more accurate interpretation of ideas, attitudes, and views in the foreign language.

► **Courses outside the working environment**

Allows students to fully concentrate on the topic under discussion (you do not leave in the middle of a task).

► **Interactivity of lessons**

A lot of time for your own presentation and for sufficiently practising new material.

► **Variety and fun**

A wide range of activities (role play, panel discussions, model situations, reading, listening, video demonstrations, exercises focusing on vocabulary development...).





SELECTED REFERENCES

One of the best and most beneficial trainings I've been to lately. Our teacher Laura was perfect.

Simona Holečková
NET4GAS
Introduction to HR English

The training was beneficial. Great teacher, whom we understood very well, she was able to explain everything and keep our attention.

Pavla Kružiková
SAP BSCE
Be Confident on the Phone

Mr Šimon Steffal once again demonstrated his professionalism, excellent English and an understanding approach to his students. Thank you!

Marie Odehnalová
ABB
Negotiation and Argumentation

The teacher doesn't have much to improve. Perfectly prepared, he explained everything he was asked about and more.

Kristýna Popelková
BDO
Describing Graphs & Charts

I highly appreciated the structure of the course, in particular the interactivity and inclusion of current topics in HR. The teacher had a very interesting approach to the class.

Barbora Chalupníková
International Study Programmes
HR English Expert

The topic was fully covered and I am satisfied. The teacher was very friendly and had a pleasant demeanour; she was able to captivate her audience and keep their attention.

Michaela Kuglerová
BDO
English Grammar Refresh

The teacher exceeded my expectations; he was the best one I've ever had.

Petra Boudová
Deutsche Bank
CzEnglish

.....
I really enjoyed the training; the teacher was well prepared. We had a variety of tasks – listening, video, dialogues.... It was most valuable to compare ourselves with the HR departments of other companies.

Alisa Komarová
Lukoil
HR English Expert

Perfect preparation, corresponding materials, very good orientation of the teacher in the business field (technical terms). I have nothing to complain about.

Kristýna Ochmanová
DHL
HR English Expert

The teacher was excellent, her speech was flawless, structured and professional. The training was dynamic. Overall a very interesting and quality course.

Jitka Frýblová
SAP BSCE
Practise your Presentation Skills





ONE-DAY SPECIALISED OPEN COURSES

ALL ABOUT PHRASES

(B1 and above)

Learn phrases, idioms and collocations typical for English that cannot be directly translated into Czech.

- ▶ Practise the most common phrasal verbs in English.
- ▶ Learn useful phrases for various social situations at work and outside of work.
- ▶ Learn what collocations are – words do not necessarily fit all contexts, even though they have a similar meaning in Czech.
- ▶ Learn how to write and speak in English rather than translate from Czech.



Course content

- ▶ Common errors of Czech students
- ▶ The most common phrases in the English language
- ▶ Collocations and idioms
- ▶ How (not) to translate into English
- ▶ Tips on learning phrases and idioms

BE CONFIDENT ON THE PHONE

(B1 and above)

The course is designed for everyone who needs to communicate in English at work by telephone, whether it's internally or with a client.

- ▶ Master the principles and skills related to business phone calls.
- ▶ Overcome your fear of communicating over the phone in a foreign language.
- ▶ Correct phrases and expressions that will make your communication natural and elegant.



Course content

- Key telephone phrases
- ▶ Sounding friendly and polite – formal and informal expressions
- ▶ Making appointments and arrangements by phone
- ▶ Conference calls
- ▶ Dealing with telephone problems
- ▶ Practising and obtaining feedback from the teacher

BE CONFIDENT IN WRITING

(B1 and above)

The course is designed for everyone who needs to communicate in English at work by email, whether it's internally or with a client.

- ▶ Master the principles and skills related to business emails.
- ▶ Learn correct phrases and expressions that will make your communication natural.
- ▶ Practise writing different kinds of emails.



Course content

- ▶ Key email phrases
- ▶ Being formal and informal
- ▶ Being polite and diplomatic
- ▶ Writing simply and briefly
- ▶ Linking ideas
- ▶ Analysing common mistakes
- ▶ Practising and obtaining feedback from the teacher



ONE-DAY SPECIALISED OPEN COURSES

BUSINESS MEETINGS

(B1 and above)

Do you often conduct internal and external meetings and conferences in English, or take an active part in them? Then this course is for you.

- ▶ Learn phrases and vocabulary required to conduct a formal meeting and discussion.
- ▶ Be able to moderate meetings and keep them going.
- ▶ Learn how to summarise contributions and output from meetings.



Course content

- ▶ Open a meeting
- ▶ Outline the agenda
- ▶ Justify and explain your views
- ▶ Give the floor
- ▶ Raise questions
- ▶ Summarise and close a meeting

CROSS CULTURE

(B1 and above)

The course is intended for business people who are in constant contact with foreign colleagues, partners or employees and for those who have an interest in cross-cultural interactions in English.

- ▶ Interactive teaching and role plays.
- ▶ Focus on various aspects of culture and communication.
- ▶ Use of idiomatic proverbs and expressions, cross cultural business communication.



Course content

- ▶ Describing culture
- ▶ Small talk
- ▶ Describing communication styles
- ▶ Polite social English
- ▶ Using idiomatic expressions and proverbs

CZENGLISH

(A2–B1)

The course is designed for those who are interested in improving their English and in better understanding what mistakes Czechs make most often and how to avoid them.

- ▶ Identify the basic categories of typical “Czech” mistakes.
- ▶ What the reasons leading to the mistakes are and be able to work on their elimination.
- ▶ Be able to discuss anything with the teacher that gives you trouble in English.
- ▶ Actively practise English in the form of pair and group work activities.



Course content

- ▶ Brief review of grammar
- ▶ Prepositions and articles
- ▶ Conditions and temporal sentences
- ▶ False friends and idiomatic phrases
- ▶ Pronunciation
- ▶ Needs analysis

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 **BCC** BRITISH CHAMBER
OF COMMERCE
CZECH REPUBLIC



ONE-DAY SPECIALISED OPEN COURSES

ENGLISH GRAMMAR REFRESH

(B1 - B2)

The course is designed for all people who use English but feel the need to revise and refresh their grammar knowledge.

- ▶ Master grammar at the intermediate level.
- ▶ Learn to use common tenses quickly and confidently.
- ▶ Pick up useful phrases and vocabulary.



Course content

- ▶ Revision of Present perfect
- ▶ Explanation of Past perfect
- ▶ First, second and third conditional
- ▶ Modal verbs
- ▶ Most common phrasal verbs
- ▶ Prepositions

FINANCIAL AND BANKING ENGLISH

(B1 and above)

For employees of banking and financial institutions or for workers who use English for communication in a banking or financial environment.

- ▶ Learn the terminology and phraseology related to the presentation of banking and financial institutions and their products, and to communicate with the client.
- ▶ Improve your competence of processing a client's requirements in English.
- ▶ Practise the presentation and interpretation of financial analyses.



Course content

- ▶ Presentation of banking and financial products and services to clients
- ▶ Retail banking
- ▶ Description and explanation of graphs and charts
- ▶ The structure of the financial sector
- ▶ Explanation of the economic cycle and description of current trends

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HR ENGLISH EXPERT

(B1 and above)

This course is a follow-up to INTRODUCTION TO HR ENGLISH, but can also be taken independently. The course is designed for HR managers and specialists who communicate with foreign employees on a regular basis and need to submit documents and reports to their superiors in English.

- ▶ You will learn to discuss HR strategies and projects in English.
- ▶ Your communication with English-speaking colleagues and superiors will be self-confident and fluent.
- ▶ You will be able to discuss various options of remunerating employees and providing company benefits.



Course content

- ▶ Recruitment – assessment centre
- ▶ Talent search – development centre
- ▶ Staff evaluation
- ▶ Development and education
- ▶ Employee benefits
- ▶ Trends in HR

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ONE-DAY SPECIALISED OPEN COURSES

INTRODUCTION TO HR ENGLISH

(B1 and above)

The course is attended by HR managers and specialists who regularly communicate with their colleagues in English.

- ▶ Learn to communicate with managers about recruitment.
- ▶ Know how to deal with administrative processes related to employment.
- ▶ Gain the confidence to conduct recruitment interviews in English.



Course content

- ▶ Selecting and recruiting new employees
- ▶ How to read an employee's CV
- ▶ Starting the work process of new employees, trial period
- ▶ Contract / benefits / job description
- ▶ Termination of an employment relationship

MARKETING ENGLISH

(B1 and above)

The course is intended for employees working in the commercial sector, marketing agencies or marketing departments of companies.

- ▶ Practise your ability to fluently communicate about the needs of your clients.
- ▶ Be able to describe and present marketing strategies and campaigns.
- ▶ Learn the most common phrases and vocabulary of the marketing environment.



Course content

- ▶ Customer needs and behaviour
- ▶ Market segmentation
- ▶ Marketing mix
- ▶ Development of a new product
- ▶ Types of products and services / Product life cycle
- ▶ Product and service sale

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NEGOTIATION AND ARGUMENTATION

(B1 and above)

The course is intended for managers or businesspeople who take part in meetings conducted in English and need to gain confidence in dealing with their colleagues, employees or clients.

- ▶ Learn phrases and expressions used in negotiations.
- ▶ Learn how to be assertive in English.
- ▶ Practise various situations that you encounter in which you need to be very confident in your English.



Course content

- ▶ Difficult situations in communication
- ▶ Negotiating tactics
- ▶ Proper argumentation
- ▶ Assertiveness and polite conduct
- ▶ Practical training with real situations



ONE-DAY SPECIALISED OPEN COURSES

PRACTISE YOUR PRESENTATION SKILLS

(B1 and above)

A course in which you can try out various parts of your presentation in practice to ensure that each step is professionally prepared.

- ▶ Gain advanced vocabulary appropriate for each stage of your presentation.
- ▶ Learn how to elegantly open and close your presentation.
- ▶ Try out responding to your audience in English.
- ▶ You will give a presentation and receive feedback on your skills.



Course content

- ▶ Opening and closing a presentation
- ▶ Asking questions, rhetorical questions and paraphrasing
- ▶ Solving difficult situations when giving a presentation
- ▶ Giving a presentation
- ▶ Analysis of the participants' presentations

THEORY AND TIPS ON HOW TO PRESENT EFFECTIVELY

(B1 and above)

Everyone who needs to thoroughly prepare for a presentation in English should take our course and gain the necessary vocabulary to give a professional and complex presentation in English.

- ▶ Practise advanced vocabulary appropriate for each stage of your presentation.
- ▶ Learn how to organise your presentation.
- ▶ You will be able to describe slides, pictures and charts in your presentation.



Course content

- ▶ The key to a successful presentation
- ▶ Organisation of a presentation
- ▶ How to describe charts and tables
- ▶ Visualisation
- ▶ Summary of ideas

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HOW TO PRESENT EFFECTIVELY IN GERMAN

(B1 and above)

For everyone who is working in a German-speaking environment and who gives presentations in German or takes an active part in them.

- ▶ Learn the principles of clear, concise, and effective use of language when giving a presentation in German.
- ▶ Try out elegant and original openings of your presentation.
- ▶ Learn how to actively involve participants and ask questions.
- ▶ Practise your ability to respond promptly.
- ▶ Increase your self-confidence in your speaking skills

and get over your fears of giving a presentation in German.



Course content

- ▶ Welcoming participants and introducing the topic
- ▶ Presentation
- ▶ Describing charts and graphs
- ▶ Asking questions, rhetorical questions and paraphrasing
- ▶ Solving difficult situations when giving a presentation
- ▶ Giving a presentation, feedback, and subsequent recommendation from the teacher

TELEPHONE AND EMAIL COMMUNICATION IN GERMAN

(B1 and above)

The course is designed for everyone who needs to communicate in German at work, in writing or by telephone, whether it's internally or with a client.

- ▶ You will master the principles and skills related to business correspondence.
- ▶ You will overcome your fear of communicating over the phone in a foreign language.
- ▶ You will practise the correct phrases and expressions that will make your communication natural and elegant.



Course content

- ▶ Types of business correspondence
- ▶ General structure of business letters and e-mails
- ▶ Thanking, complaining, and apologising in writing
- ▶ Effective listening
- ▶ Teleconference
- ▶ Formal and informal expressions
- ▶ Analysis of the most frequent phone conversations
- ▶ Practising and obtaining feedback from the trainer

**corporate
language
training**

**more than
17 years
of experience,
375 corporate
customers**

**effective
Coach & Practise
method**



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