

## **18935 – IDIOMA INSTRUMENTAL I (INGLÉS)**

### **UNIT 1. BUSINESS CONNECTIONS**

Making contacts. Introductions. Invitations

Telephone etiquette. Taking and leaving messages on the phone

Doing business across cultures

### **UNIT 2. THE COMPANY**

Company structures. Job description

Company profiles

Introduction to business letters. Letters of enquiry

### **UNIT 3. CUSTOMERS**

Customer service

Dealing with problems on the phone

Letters of complaint and apology

### **UNIT 4. FINANCE**

Banking services and money matters

Accounting

Asking for delayed payments

### **UNIT 5. PRODUCTS AND SERVICES**

Describing products and services

Terms of business. Order letters and faxes

Advertising

### **UNIT 6. BUSINESS TRAVEL**

Travel arrangements

Socializing with business people

E-mail writing