



Learning Objectives

Learn how to:

- identify a suitable medium for communication
- write a business email, and a report of performance
- write a CV and cover letter
- start, keep and finish a phone call
- leave and take a message, postpone a meeting
- manage a job interview

Understand:

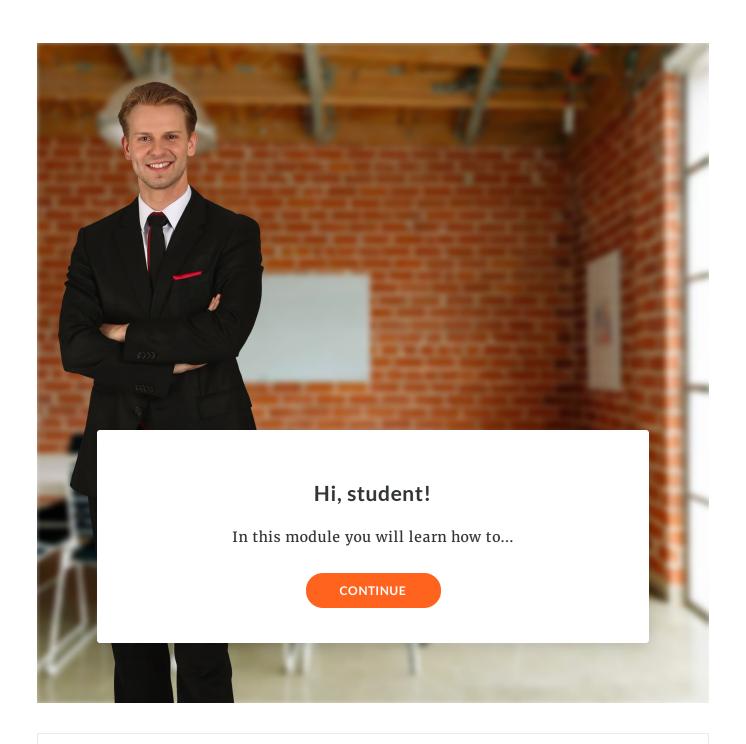
- internal vs external communication
- visual, oral and written communication
- factors to consider in selecting a medium
- the process of applying for a job

PHASE 1

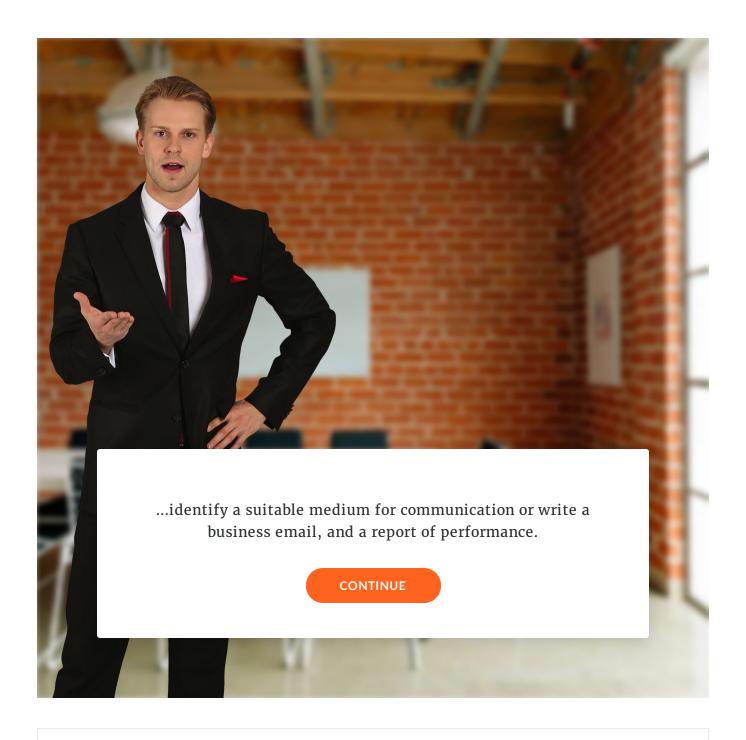
- Introduction
- Forms of Communication
- Communication related to a Working Environment

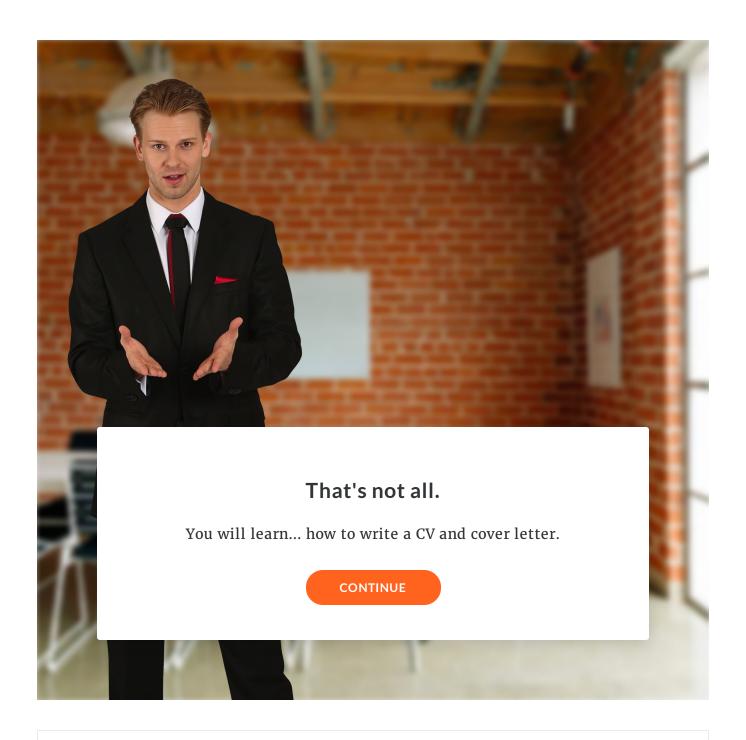
=	Communication Skills		
PHASE	PHASE 2		
=	Business Communication		
=	Telephoning Skills		
=	Written Communication		
=	A job Interview		
PHASE 3			
=	Final Assessment		

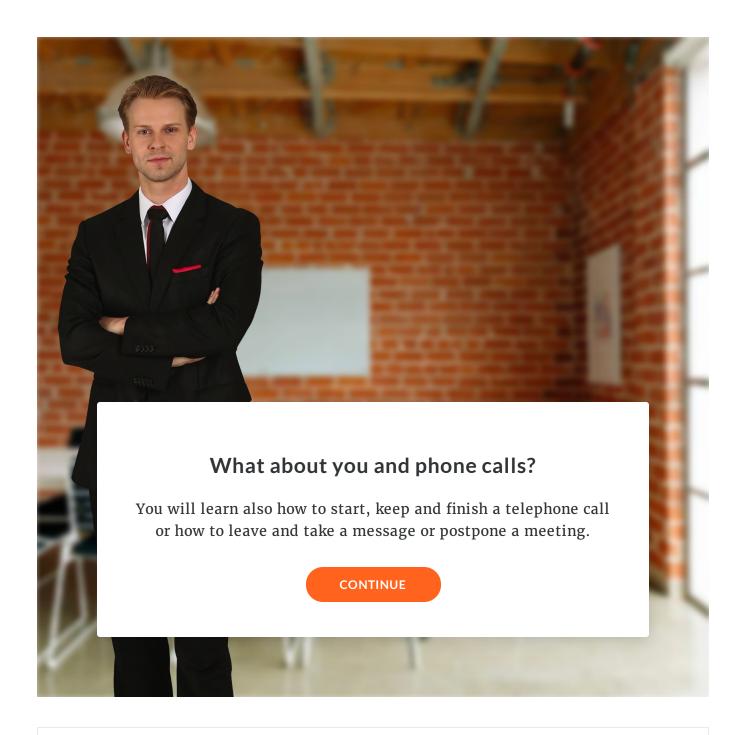
Introduction

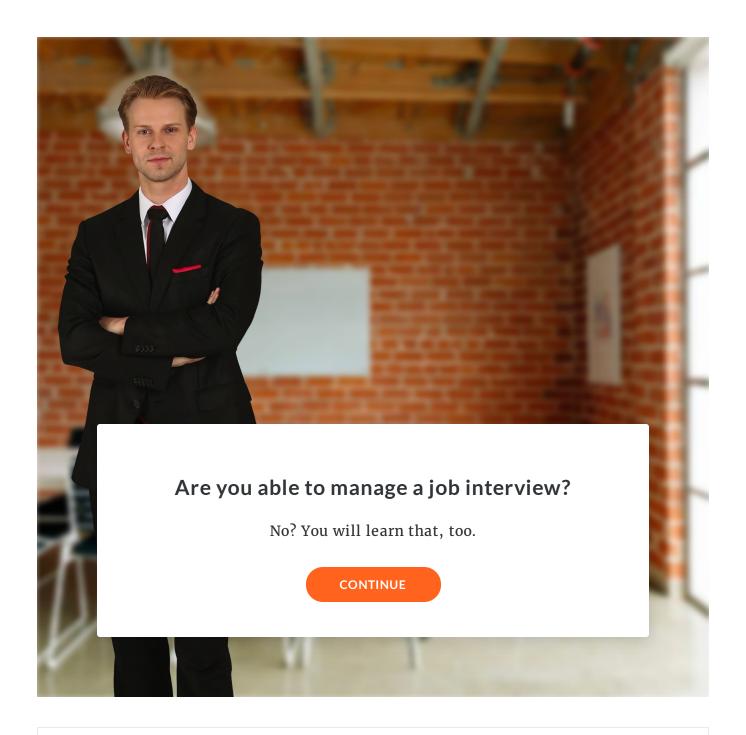


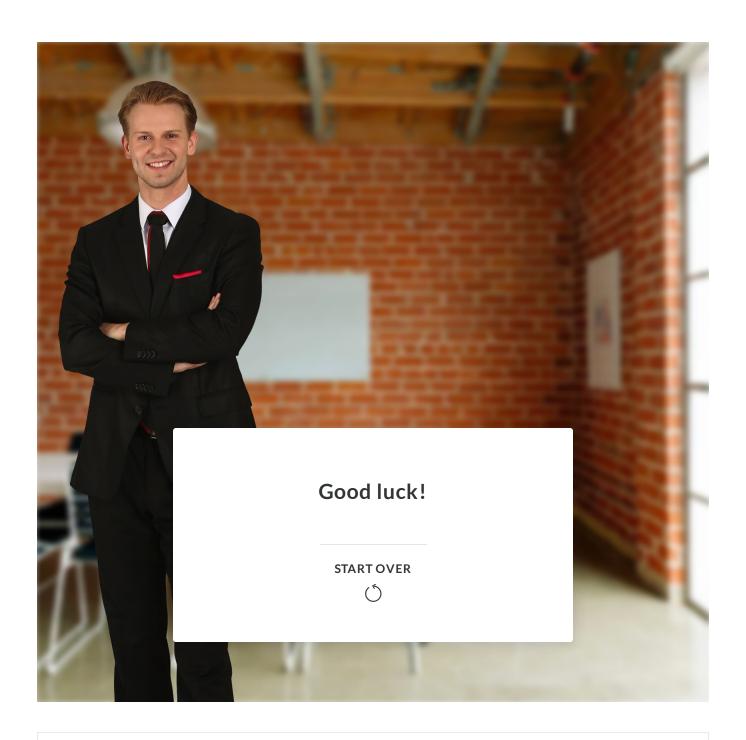
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 ${\sf Continue} \ \to \ {\sf End} \ {\sf of} \ {\sf Scenario}$

Module aims and structure

Phase 1 Expected Study Time: 4 hours	Introduction and theory related to a different kind of communication.
	Project
	practising business phone calls:
Phase 2	- open, manage and close a business call
Expected Study Time: 6 hours	- take and leave a message
	- make a job interview appointment
	- postpone/cancel a job interview appointment.
Phase 3 Expected Study Time: 30 minutes	Evaluation and Feedback

Module requirements

- 1 You present your CV and a cover letter.
- You perform either a job interview / a role-play or a telephone call based on set instructions.
- While performing you are being filmed by other students.
- The films are played again and you assess the performances based on assessment sheet.

Forms of Communication

Goals of the lesson

You will learn new **terminology referring to business communication**, discover communication channels at your school and learn by playing.

Internal vs. external communication

Communication means the transfer of a message **from one person to another**. The most effective communication is SCB (Simple, Clear and Brief). Much of our working life is spent communicating with others.

- **Internal communication** is communication from a person in a company to another person in the same company (managers, employees, supervisors, colleagues...).
- **External communication** is between a person inside the company and someone outside the company (customers, suppliers, shareholders, the public...).

Activity 1: Write examples of internal and external communication based on a school environment (students, teachers, school management, non-pedagogical staff, parents, local authorities, local community...) and <u>put it into your portfolio</u>.

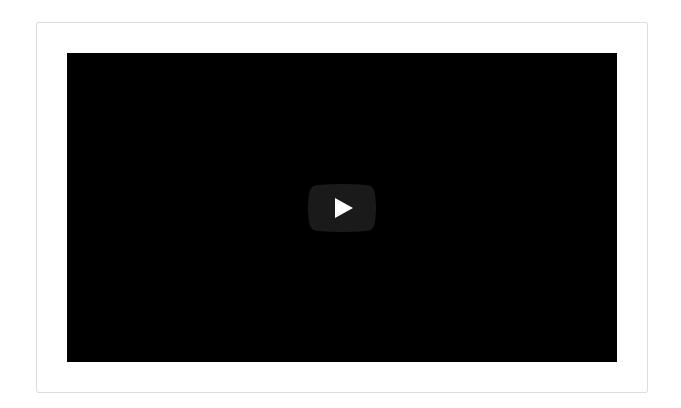




Illustration by Catherine Song. $^{\circ}$ The Balance, 2018

The ability to communicate effectively with superiors, colleagues, and staff **is essential**, no matter what industry you work in. Workers in the digital age must know how to effectively convey and receive messages in person as well as via phone, email, and social media.

More information

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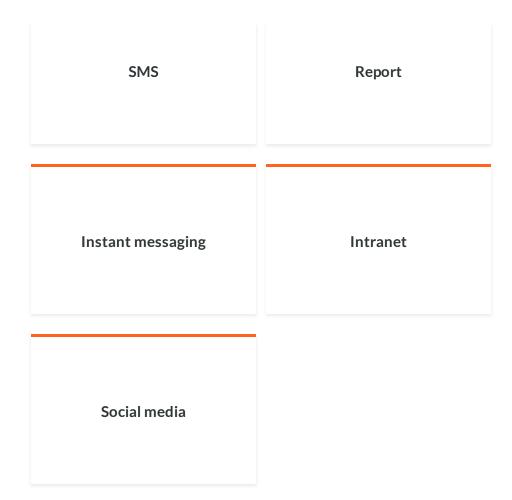
Visual, oral and written communication

Activity 2: Drag forms of communication into a correct box (some forms are a mix of two or more types). (You can download this activity in pdf.)

Visual Communication				
Pictures	Notice Board			
Films	Posters			
Graphs and charts	Infographic			
Website	GIFs			

Emoji				
Oral Communication				
Meeting	Intercom			
Telephone	Skype, What's up, Messenger			
Conference call	Video Conference			

Face-to-face	Job interview		
Trade fairs			
Written Cor	nmunication		
Notice board	E-mail		
Letters	Memo		



DOC

Activity 2 Form of Communication.docx 12.6 KB



Communication related to a Working Environment

Goals of the lesson

You will compare your knowledge and experience of business communication with a real working environment.

Activity 3: Download the questionnaire and follow the instructions.



- Ask three people (each should be from a different working environment) about the forms of communication they use.
- Alternatively, you can use Survey apps such as www.surveymonkey.co.uk or Google Forms to get the review of your questionnaires.
- Complete a questionnaire with 2 or more open questions based on your interest.
- Write a brief review of your findings into your class social media app.
- Write comments (compare your findings) under three other learners' reviews.



Communication Skills

Goals of the lesson

You will self-assess your knowledge and skills of business communication.

After finishing each lesson you should modify your check-list to see your improvement.

Activity 4: Fill in the check-list on business communication

Check-list on business communication	I can	I cannot	I need
			more pra
I can identify a suitable medium for			
communication.			
I can write an email (a cover letter).			
I can write Europass CV (Curriculum Vitae).			
I can postpone / confirm a meeting by email.			

I can manage a telephone call.		
I can use a proper style for formal and informal		
emails.		
I can handle a job interview.		

PDF

Activity 4 Check-list on business communication.pdf $_{\rm 384\,KB}$



Business Communication

Goals of the lesson

You will get an insight into business communication by means of watching a video or reading a text. To learn by doing you will create a poster and finally, to self-assess your gained knowledge you will take a short test.

To get a basic overview of business communication you can use **BBC** website.



- Go to this website and go through revision 1-4.
- Watch the <u>video</u> (*if available in your country*). You can download a PDF <u>transcript of the video</u>.
- Create a poster, use e.g. <u>www.genial.ly</u>, with tips given by experienced business people.
- Display the poster on your class social media app. Comment other posters.
- 5 Activity 5: Take your test <u>here.</u>

Features of effective communication

- accurate
- clear
- concise
- cost-effective
- create a record
- on time
- uses the correct medium

INFOGRAPHIC

Necessary communication skills

- speak clearly
- write accurately
- listen carefully
- read and understand
- use and interpret body language
- choose a suitable medium
- use communications technology properly

INFOGRAPHIC

Barriers to effective communication

- no feedback
- interference
- not listening
- technology breakdown
- bad timing
- unclear message
- wrong medium

INFOGRAPHIC

Telephoning Skills

Goals of the lesson

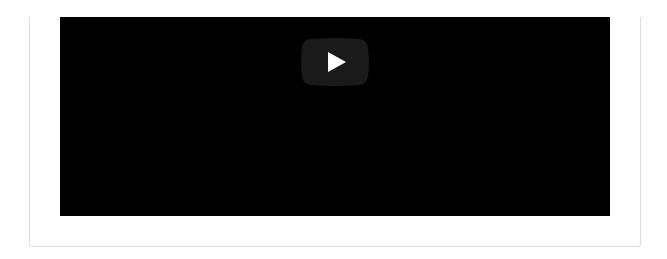
- open, manage and close a business call
- take and leave a message
- make a job interview appointment
- postpone/cancel a job interview appointment.

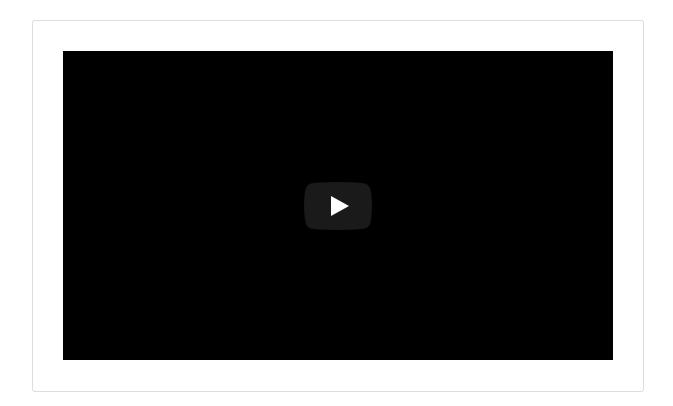
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Introduction

To get an idea how to handle a **business telephone call** you can watch two videos provided by Crown Academy of English.







Preparing a phone call

How can I make sure that a phone call is successful?

- Take a Post-it note and write down on it the main objective of your call.
- Take another Post-it note and write down on it the anticipated results of your call.
- Tick off the objectives as you achieve them.
- Go through the results, make sure you have achieved them.

How can I best prepare what to say if the call is in English?

- Learn some common telephone phrases, by heart to feel more confident.
- Do the preparation for the call in English.
- Prepare your opening sentences and practise them.
- Have your vocabulary list at hand.
- Have a notepad and pen at the ready.

Does it matter where I make the call?

- For important calls find a private place, where you can really concentrate.
- Do not get distracted in busy places.

To make telephoning less stressful

• Try to relax, have enough time, do not hurry.

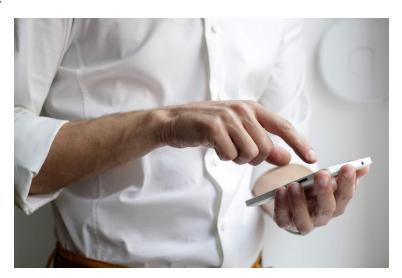
- Smile, it makes your voice sound friendlier.
- Tell a white lie (e.g. you are in a meeting) if you receive an unexpected call, get ready and call back.
- Speak more slowly and at a lower pitch than normally.
- Do not be afraid to ask a caller to repeat something; better six times than get the wrong information.

More examples of business calls





Connecting people...



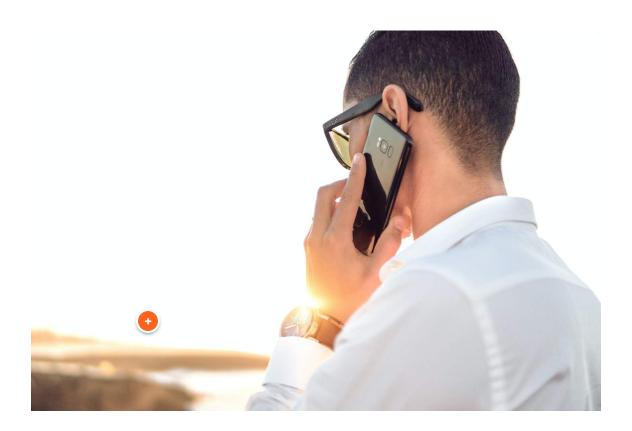
Assistant: Hello, you've reached the human resources department. How can I help?

Caller: Yes, can I speak to someone who is in charge of recruiting, please?

Assistant: Who's calling, please? **Caller:** It's Adam Novotny here.

Assistant: Certainly. Please hold on and I'll put you through.

Caller: Thank you.



Postponing an appointment

Assistant: Mr Soenberg's office!

Caller: Hello, this is Jane Mala, may I speak to Mr Soenberg, please?

Assistant: He is actually in a meeting at the moment. But maybe I can help you.

Caller: Well, I'm calling about our job interview tomorrow. I'm afraid something has come up

unexpectedly. So I wanted to ask Mr Soenberg if we could meet a bit earlier / put

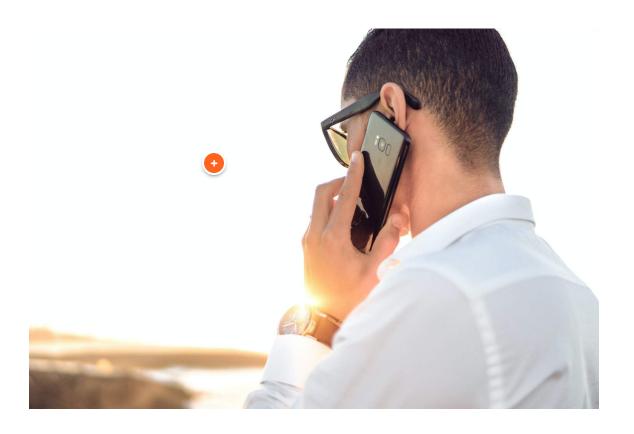
forward.

Assistant: Let me just check Mr Soenberg's schedule. OK. How about 10 o'clock?

Caller: Yes, that sounds fine.

Assistant: Great. I'll tell Mr Soenberg about the new time.

Caller: Thank you for your help. **Assistant:** You're welcome. By now.



Appointment



Assistant: Mr Soenberg's office!

Caller: Hello, can I speak to Mr Soenberg, please?

Assistant: I'm afraid he's in a meeting until lunchtime. Can I take a message?

Caller: Well, I'd like to arrange a job interview to see him, please. It's Adam Novotny here.

Assistant: Could you hold on for a minute, Mister Novotny. I'll just look in the diary.

So when's it convenient for you?

Caller: Sometimes next week if possible. So would next Wednesday be okay?

Assistant: Wednesday. Let me see. He's out of the office all morning. But he's free in the afternoon, after about three.

Caller: Three o'clock is difficult. But I could make it after four.

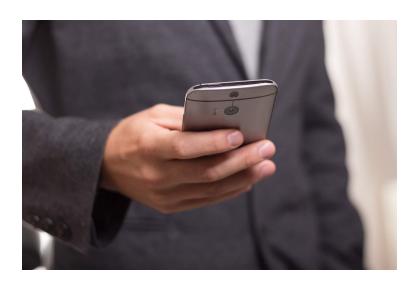
Assistant:So shall we say four fifteen next Wednesday, in Mister Soenberg's office.

Caller: Yes, that sounds fine. Thanks very much.

Assistant: Okay, then. Bye.



Message



Assistant: Hello, human resources department **Caller:** Hello, can I speak to Josh Soenberg, please?

Assistant: I'm afraid he's in a meeting at the moment. Can I help?

Caller: No I need to talk to Mr Soenberg, I think. What time will he be out of the meeting?

Assistant: In about two hours. Can you call back later?

Caller: Okay, I'll do that.

Assistant: Or can I take a message?

Caller: Actually, would you mind? Could you tell him that Adam Novotny called about a job

position of a shop manager advertised on www.jobs.eu. and that I'm available all day if he could call me back.

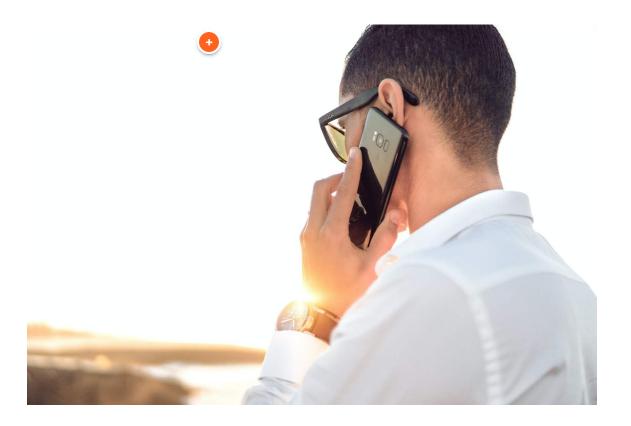
Assistant: Can I take your number, please?

Caller: Yes, it's 603687293.

Assistant: 603687293. Okay, I'll make sure he gets the message.

Caller: Thanks very much for your help, bye!

Assistant: Goodbye!



Connecting people...



Assistant: Hello, you've reached the human resources department. How can I help?

Caller: Yes, can I speak to someone who is in charge of recruiting, please?

Assistant: Who's calling, please? **Caller:** It's Adam Novotny here.

Assistant: Just a second – I'll see if he's in.

Hello, Eric, I've got Adam Novotny on the phone for you ...

Okay - I'll put him through.

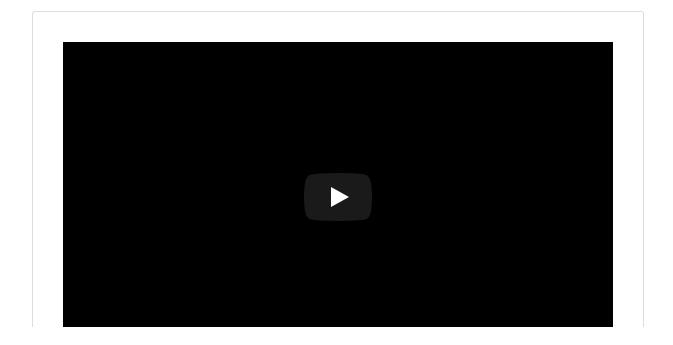
Hang on a moment, I'm just putting you through.

CONTINUE

This activity is based on a video made by the students working on a team project during Business English Lessons at an upper secondary school in the Czech Republic.

The video shows a dialogue between a **caller** (Mr. Martinéz) and a **school secretary** (Karel), played by the students. The students practise the techniques of connecting, taking and leaving messages and closing a call in English.

Activity 6: Watch the whole video. Complete each part below (Connecting, Messages and Closing) without watching the video. Finally check your answers while watching the video again.



CONNECTING

A. Complete the sentences from the video and then check your answers by clicking on the arrows (asking - to - speaking - the line - this is - afraid - anyway - deputy).

Karel: Good morning, this is High School for EU Administration, Karel Rohlik
), how can I help you?
Mr. Martinéz: Good morning, Joe Martinéz from
Birmingham College.
Karel: Oh, hello Mr. Martinéz I remember you from Prague's summer meeting
how are you Mr. Martinéz?
Mr. Martinéz: Great, thank you for How are you?
Karel: I'm good, thank you, what could I do for you, Mr.
Martinéz?
Mr. Martinéz: Could I speak Mr. Liška, please?
Karel: I'm he is in a meeting all day.
Mr. Martinéz: How about the headmaster, Mrs. Bílá?
Karel: Hold please
Mr. Martinéz: Sure

Karel: Good morning, this is High School for EU Administration, Karel Rohlik
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Karel: Hold please
Mr Martináz: Sura

speaking

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Karel: Hold please
Mr Martinéz: Sura

afraid

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Mr. Martinéz: Sure

Anyway

Karel: Good morning, this is High School for EU Administration, Karel Rohlik
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Mr. Martinéz: How about the headmaster, Mrs. Bílá?
Karel: Hold please
Mr. Martinéz: Sure

asking

this is



MESSAGES

B. Put the sentences in the correct order.



CLOSING

C. Create the sentences from the words given.



CONTINUE

Activity 7: Role-play "Sale Assistant Wanted", pair work.

- Agree on two different social media (e.g. Skype, Messenger, WhatsApp...).
- Read the job advertisement below, learner A works as **an assistant** in the company, learner B is **interested in** the job.
- **Make a real call phone** (with your own phone number), following the flow-chart with instructions.
- While calling, record your call.
- Swap the roles, make a call, use a different social medium.
- Listen to your calls, analyse them, is there anything to be improved?

Sale Assistant Wanted

Are you an experienced Sale Assistant in retail shops?

Are you a hard-working, ambitious person, ready to work for a famous British chain?

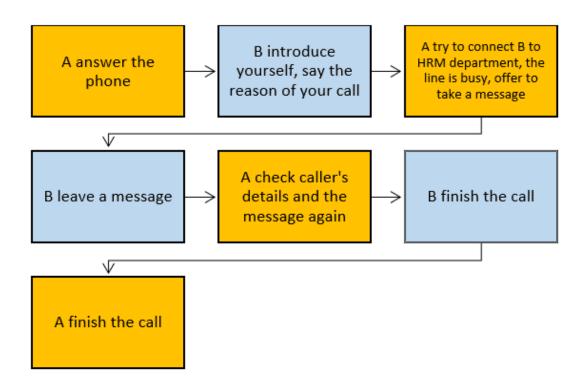
If you answered yes to these questions, then you are in luck.

Harry and Potter chain store is seeking an experienced Sale Assistant to fill their position in Helsinki (Finland) and Peterborough (the UK).

All applicants must speak fluent English and must have the right to work in the EU.

Please call +44 8806 2573 to arrange an interview.

Please send your CV and motivational letter to info@harryandpotterchain.eu



Activity 8: Role-play "HR Assistant", pair work.

- Agree on two different social media (e.g. Skype, Messenger, WhatsApp...)
- Read the job advertisement, learner **A** works as an **HR assistant** in the company, learner **B** is **interested in the job**.
- Make a **real call phone** (with your own phone number), following the flow-chart with instructions.
- While calling, record your call.
- Swap the roles, make a call, use a different social medium.
- Listen to your calls, analyse them, is there anything to be improved?

Call Centre Operator Wanted

Are you an experienced Call Centre Operator in a communication company?

Are you a hard-working, ambitious person, customer – oriented ready to work for a famous Dutch communication company?

If you answered yes to these questions, then you are in luck.

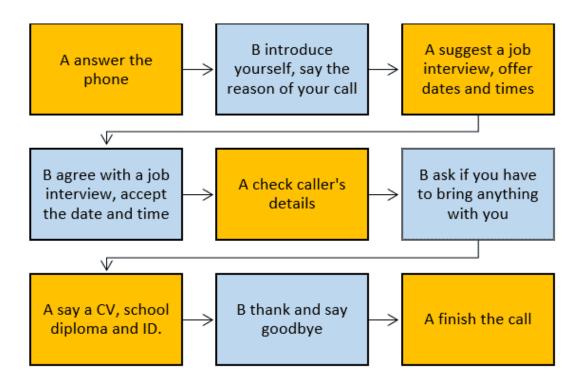
Van Helsing Telefoonmaatschappij is seeking an experienced Call Centre Operator to fill their position of Shift Manager in Prague (Czechia) and Rotenburg (Germany).

All applicants must speak fluent English and must have the right to work in the EU.

Please call +31 2503 7752 to arrange an interview.

Please send your CV and motivational letter to

info@VanHelsingTelefoonmaatschappij.eu

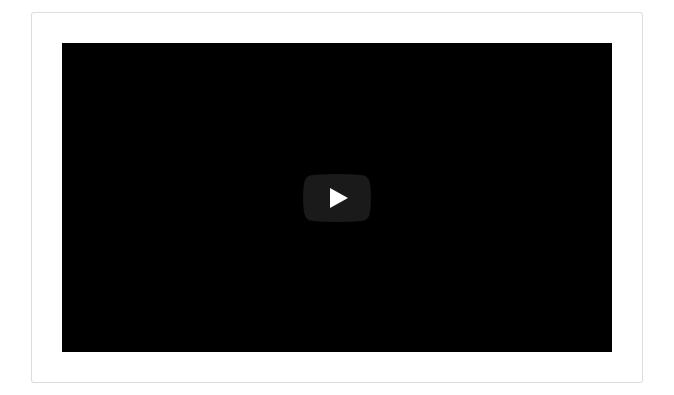


Written Communication

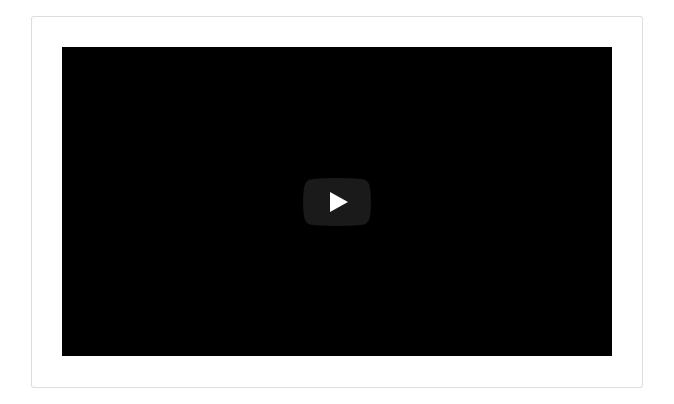
Goals of the lesson

You will learn the basics of business emails and after you will learn how to write a Europass CV and a cover letter.

To get an idea how to handle business written communication you can **watch** two videos about the structure of emails, one of them provided by BBC English at Work (basic phrases) and the other by GCFLearnFree.com.



CONTINUE



CONTINUE

Email structure

- Subject line: short, giving some specific information about the content
- 2 Salutations: formal (Dear Mr, Mrs, Ms...) or informal (Hello, Hi...)

- **Opening sentence:** explains why you are writing (I am writing to..., Just a quick note to...)
- Body of the email: depends on the purpose of the email
- Conclusion: tells what kind of response you expect (I look forward to your reply.)
- 6 Close: formal (Yours faithfully / sincerely...) or informal (All the best, Bye..)

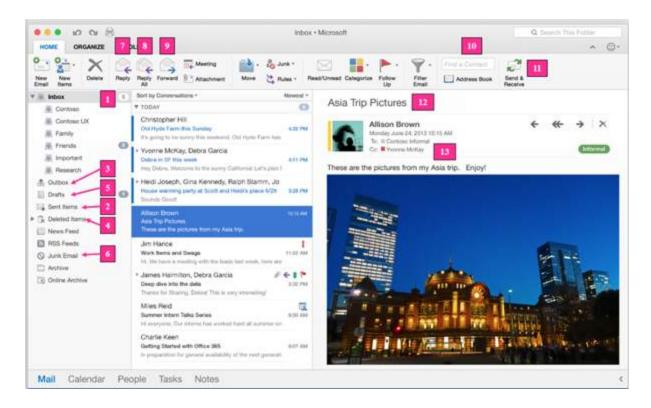


Image: e-mail inbox

Activity 9: Look at the picture of the e-mail inbox.

- Could you name the numbered icons in your mother tongue?
- How often do you write e-mails?

- Who are the recipients of your e-mails?
- What is your preferred way of written communication and why?

HOW TO CHOOSE THE STYLE

INFORMAL
when you want to be friendly when you know the reader well
A birthday greeting to a colleague
 An email to a colleague who is also a good friend A social invitation to a friend at your workplace
 An email with a link to a funny YouTube clip A message to a friend on a social networking site

SEMI-FORMAL STYLE

USE:

- day-to-day interaction with colleagues and teachers
- · when talking with someone who you respect

m

FORM:

- · Contractions are ok
- Some colloquial language is fine but avoid slang and abbreviations:

Semi-formal (inviting your boss): Informal (inviting your best friend):

- "Would you like to join me for lunch?"
 "Hey, wanna grab a bite to eat?"
- Stay polite, say "I'd like..." instead of "I want..."

INFORMAL REGISTER

Colloquial phrases - How's it going? / See ya.

Contractions - Just gotta decide what to buy!

Abbreviations - e.g./ info / &

- asap can be found in formal emails

Emoticons - help the recipient understand exactly wat you mean











Emoji

- Can you show emotions in emails?
- Yes, in less formal emails to help a recipient understand what you mean.

Activity 10: Emoji

- Match emojis with their names and emotions.
- Write a message to your classmate referring to any school issues using at least 5 different emojis.
- Then try to rewrite this message into a polite informal email to your teacher, using at least 3 emojis.





CONTINUE

Activity 11: Read the texts.

- Rewrite the bad email into a formal and informal email, then send your emails to your classmate to peer-correct.
- Peer-correct your classmate emails as well.
- Do you agree with your classmate's correction? Why yes, why not?





CONTINUE

Activity 12: Read the statement and decide whether it is formal or informal language.

Formal language

Would you be able to help?	Could you please send me?
Please find thein an attachement,	l would appreciate a reply asap.
Your request is being processed	I am pleased to send you
We hope you find this satisfactory.	Thank you for your email.
Do not hesitate to contact us	

if you require further assistance.

Thank you for your interest.

Informal language

Can you help?

Can you please send me...?

I'm sending you the...in an attachement.

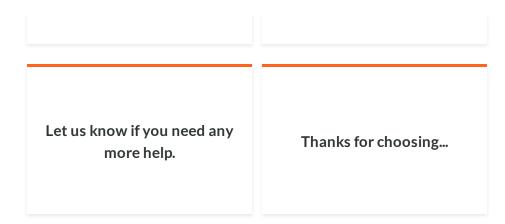
Please answer asap.

We are working on your request.

I'm sending you...

We hope you are happy with this.

Thanks for your email.





Module 7

Europass CV and a Cover Letter

Activity 13: Writing a Europass CV and a cover letter

- Find a job offer / advertisement you are interested in on the internet or in newspapers, job centres or on a desired company's website.
- Go to this website.
 - Read five principles for a good CV.
 - Fill in an open form for Europass CV.
- Go to this website.
 - Write a cover letter regarding your chosen job.
 - Call or write one international, one big national and one small company and ask them if they accept a Europass CV. If not, ask them about a template they use.

Are there any differences?

Notice: A Europass CV and a cover letter, plus a job offer / advertisement are a part of your final assessment.

A job Interview

Activity 14: Class survey

- Ask your classmate about their experience with a job interview, use instant messaging.
- If your classmate has no experience with a job interview, ask someone else who does (e.g. someone who already works in a company).

The following questions might guide you...

- Have you ever been to a job interview?
- If yes, had you prepared for it beforehand? How?
- What were you wearing?
- Had you switched off your phone before coming in?
- What questions did they ask you?
- Which questions did you ask them?
- · How did you feel?
- Did you get the job?
- What happened after the interview?
- >>>

- <u>Go to A Millennial Job interview</u>, what is the misunderstanding between the girl and the interviewer?
- Go to Top 10 Job Interview Questions, are there any tips your classmate omitted?
- Do you find these tips useful? Discuss it with your classmates on a class social medium.

WARNING

- Never assume you'll get the job, just because you were invited to the interview.
- Do not be afraid to decline a job offer if you feel the job's not right for you.
- Never lie, this is cheating both yourself and the company. Also, you might end up with responsibilities you are unable to fulfil.

How to handle an online job interview?

Go to EURES and read tips for an online job interview.

HOW TO SURVIVE A SKYPE INTERVIEW

CHECKYOUR COMPUTER	LOOK PROFESSIONAL
Ensure all equipment is working	Wear complete smart outfit, not only the top half
Log on 10 minutes in advance Username should be professional Background should be neat and appropriate	 Switch off all electronic devices Look into the webcam not at the screen Have prompts and crib sheets in font of you above the line of the webcam

Activity 15: Class discussion

Giving opinions on how to improve a job interview.

- Watch video 1 and video 2 provided by CTE Skills.com.
- Which one shows a good example of a job interview? Why?
- What are three big mistakes the man made during his interview? Write your opinions on a class social medium and justify them.
- Read your classmates' opinions.
- Make a list of the mistakes made by the man from the worst one to the least bad one. Use a conference call / video call or a class social medium to discuss it with your classmates.

Activity 16: Job interview (practice)

You will need a job offer, your CV and cover letter from Activity 13.

- Send all documents to your classmate.
- You will also receive your classmate's documents.
- Based on the documents prepare questions for the interview, you are the interviewer and you will lead a Skype interview.
- Create an assessment sheet of the candidate's performance, work on it with your classmate or classmates. Focus on appearance, body-language, answers to the questions (Are they related to the job?), background sounds...
- Set the date and time of the Skype interview and run the interview with your classmate.
- Record your interview.
- Assess your classmate's interview performance based on the information and tips you have read before. **Use the video record for your assessment**.
- Send your classmates a report with your assessment.
- Then swap the roles and this time you are a candidate for a job interview.

Notice: The video record and report are the parts of your final assessment.

WRITING REPORTS ABOUT PERFORMANCE

- HEADLINE: Report: Mr Black's job interview performance
- SUMMARY: This report reviews...
- INTRODUCTION: The job interview took place... (when, where, who, how long, how many questions...
- POSITIVE THINGS: The candidate showed strong abilities to...
- THINGS TO BE IMPROVED: The connection was very poor due to...
- * CONCLUSION: In conclusion, the candidate proved to be...
- RECOMMENDATION: I recommend to check a Wi-Fi connection in advance...

Final Assessment

Your final assessment has two parts, in the first part you will present your portfolio outcomes and in the second part you will perform one of business soft skills.

Each learner should:

- present their CV and cover letter,
- present their video record of the Skype interview and their assessment report,
- perform either a job interview / a role-play or a telephone call based on set instructions,
- role-plays could be recorded and analysed and peer-assessed.