

Intermediate B1+

<p>Quality and customer service</p>	<ul style="list-style-type: none"> • Understand the RATER dimensions for service quality • See how the Basic transformation model can be applied to any organisation • Understand how the EFQM Excellence model can be used to analyse quality 	<ul style="list-style-type: none"> • Think about what quality means for organisations • Think about the processes organisations have to maintain quality 	<ul style="list-style-type: none"> • Listen to a lecture and make notes • Learn new words and phrases related to quality in organisations • Apply business models to analyse quality in organisations
<p>Interview skills</p>	<ul style="list-style-type: none"> • Understand approaches to recruitment and selection • Understand how to prepare for an interview • Understand the skills necessary for managers to select the best candidates • Identify some questions for interviews 	<ul style="list-style-type: none"> • Reflect on previous interviews and how to improve interview skills • Analyse and assess your approach to interviews both as interviewer and interviewee 	<ul style="list-style-type: none"> • Listen to a lecture and make notes on interviews • Learn new words and phrases to use for interviews • Use interview skills to select the best candidate for a job
<p>Appraisals and coaching</p>	<ul style="list-style-type: none"> • Understand the importance of performance appraisals • Understand how a control loop can manage performance • Learn business language for discussing performance • Understand how management coaching is used 	<ul style="list-style-type: none"> • Reflect on the need for performance management • Identify skills needed for management coaching 	<ul style="list-style-type: none"> • Listen to a lecture and make notes • Identify key indicators to monitor performance • Use a control loop to make a decision about performance • Apply the GROW model for coaching to a professional situation
<p>Marketing</p>	<ul style="list-style-type: none"> • Understand the concept of segmentation • Find out how the 7 Ps can be used in marketing plans • Learn about modern-day market research techniques • Understand how recent marketing techniques have affected marketing strategy 	<ul style="list-style-type: none"> • Reflect on marketing and how it affects you as a customer • Think about the most effective types of advertising for different customer segments 	<ul style="list-style-type: none"> • Listen to a lecture and make notes • Learn new words and phrases related to marketing • Identify factors and categorise them within a marketing framework • Focus on a customer segment to complete a marketing plan
<p>Business reports</p>	<ul style="list-style-type: none"> • Understand important factors for writing a report • Learn about the structure of a business report • Appreciate the importance of performance management • Understand how the balanced scorecard is used as a starting point for many reports 	<ul style="list-style-type: none"> • Reflect on the importance of business reports within an organisation • Identify key information needed in reports • Consider the importance of managing performance 	<ul style="list-style-type: none"> • Listen to a lecture and make notes • Identify useful words and phrases for different sections of a report • Use the balanced scorecard to set objectives