

## ENGLISH FOR INTERNATIONAL BUSINESS

*“Communicate with Confidence and Clarity in Global Business Environments”*

### Schedule

Date	Venue	Fees (Face-to-Face)
29 - 30 Sep 2026	Manama - Bahrain	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

As globalization continues to reshape markets, professionals must be able to communicate effectively in English—the language of international business. Whether dealing with partners, clients, or colleagues from different cultural backgrounds, clarity, tone, and diplomacy in communication are key to success.

This course enhances participants' ability to use English confidently in professional, multicultural environments. Through practical exercises and real-life scenarios, attendees will strengthen their speaking, writing, and listening skills for meetings, negotiations, emails, and cross-border collaborations.

### Objectives

By the end of this course, participants will be able to:

- Use business English effectively in meetings, presentations, and correspondence
- Adapt communication style for different professional and cultural contexts
- Improve clarity, tone, and confidence in verbal and written communication
- Avoid common grammar, vocabulary, and usage errors in business settings
- Understand the nuances of formal, polite, and diplomatic language

## Why Attend

- Enhance your international business communication skills
- Learn the correct business terminology and expressions used globally
- Gain confidence in writing professional emails and reports
- Improve active listening and participation in discussions and negotiations
- Build credibility and rapport with international stakeholders

## Target Audience

This program is designed for:

- Business professionals who interact with international clients or partners
- Managers, administrators, and team leaders in multicultural environments
- Sales, procurement, and marketing staff involved in cross-border communication
- Anyone who wants to improve fluency and professionalism in business English

## Individual Benefits

Key competencies that will be developed include:

- Verbal fluency and pronunciation for business contexts
- Structured business writing and email etiquette
- Listening comprehension in professional conversations
- Use of idioms, expressions, and persuasive language
- Cultural awareness and professional etiquette

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Clear and effective communication with global clients and stakeholders
- Fewer misunderstandings and errors in written and verbal messages
- Improved brand image and professionalism in international engagements
- Stronger internal collaboration across multicultural teams
- Higher productivity and efficiency in global business tasks

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Business English fundamentals and cultural insights
- Case Studies - Real examples of international business communication
- Workshops - Speaking, writing, and listening skill-building sessions
- Peer Exchange - Practice discussions, role plays, and simulations
- Tools - Email templates, vocabulary lists, and pronunciation guides

## Course Outline

### DETAILED 2-DAY COURSE OUTLINE

**Training Hours:** 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Professional Business Communication Skills

- Module 1: Foundations of Business English (07:30 – 09:30) • Common business vocabulary and expressions • Grammar and structure for clarity and professionalism • Avoiding jargon and over-complication
- Module 2: Verbal Communication in Meetings (09:45 – 11:15) • Introducing ideas and expressing opinions • Agreeing, disagreeing, and negotiating politely • Managing discussions and interruptions
- Module 3: Writing Effective Business Emails (11:30 – 01:00) • Professional tone, structure, and formatting • Common errors and how to avoid them • Email etiquette and response techniques
- Module 4: Workshop – Real-World Scenarios (02:00 – 03:30) • Writing and responding to emails • Role-playing a team meeting discussion

#### Day 2: Global English for International Engagement

- Module 1: Cross-Cultural Business English (07:30 – 09:30) • Communicating across cultures • Formality, directness, and politeness in different regions • Avoiding miscommunication and cultural faux pas
- Module 2: Presentations and Proposals (09:45 – 11:15) • Structuring your message for clarity • Language for persuasion and impact • Managing Q&A with confidence
- Module 3: Listening and Responding Skills (11:30 – 01:00) • Active listening techniques • Clarifying, summarizing, and confirming understanding • Handling difficult conversations
- Module 4: Final Practice Session & Feedback (02:00 – 03:30) • Team presentation and peer review • Individual improvement planning

## Certification

Participants will receive a Certificate of Completion in English for International Business, confirming their ability to communicate clearly and professionally across international settings and multicultural teams using effective business English.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

**+601116373203**

EMAIL:

**info@mawaevents.net**

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