

INTENSIVE BUSINESS ENGLISH

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Fall 2021

CanCampus Canada

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Module Description

Business Communication

This module will focus on developing presentation and networking skills in the business environment. Students will learn vocabulary and techniques to communicate with professionalism, clarity, and persuasiveness in a business context.

Entrepreneurship - start-up – Innovation

This module provides an overview of setting up and managing a small business. Topics include an overview of entrepreneurship, starting a new firm, uncovering business opportunities, challenges faced by entrepreneurs, and exploring entrepreneurship business models.

The key learning outcomes for students will be to gain knowledge, confidence, skills, and practice in both entrepreneurial thinking and leading entrepreneurial initiatives. They will think analytically, ask questions, research the market, solve problems, and develop other entrepreneurial skills.

International trade - Inco terms

This course examines the basic issues involved in the internationalization of business, which includes the impact of international focus on business and how firms establish and conduct transactions with organizations from other countries. More specifically, the course examines the basic models of involvement in international business and the conditions appropriate for each.

Prepare write, interview virtually and globally

This module will focus on interview skills, resume and cover letter writing. Participants will have the opportunity to be supported by UPEI's Work Integrated Learning Department for further development of tips and strategies for interviews and resume writing. Participants will receive dedicated support in the following areas:

- Mock interview practice using Big Interview software
- Social media check-ups
- Resume and cover letter writing tips