

بسم... الرحمن الرحیم



فهرست دوره های تخصصی زبان انگلیسی موسسه آموزشی و پژوهشی

اتاق بازرگانی، صنایع، معادن و کشاورزی ایران

## A1- Competent Advertising & Marketing

### تبلیغات و بازاریابی

**Audience:** CEOs, Managing Directors, Marketing Managers, Advertising Professionals, Communication Officers and Public Relations

**Course Content:** Introduction and facts, corporate identity, and brand, logos, marketing research, marketing strategy, advertising distribution sales and telemarketing. websites. sponsoring and the press. fairs and exhibitions

**12 hours, 15 students**

**Pre-requisite:** at least an intermediate level in English

## A2- Customer Care Industry

### صنعت خدمات رسانی به مشتری

**Audience:** CEOs, Managing Directors, Marketing Managers, Customer Service Professionals, and Public Relations

**Course Content:** Introduction and facts, body language, CC on the phone, call centers and hotlines, letters and email and dealing with complaints

**12 hours, 15 students**

**Pre-requisite:** at least an intermediate level in English

### A3- How to Write Emails Professionally

طرز نوشتن ایمیل به شکل حرفه ای

**Audience:** CEOs, Managing Directors, Marketing Managers, Customer Service Professionals, Communication Officers, Legal Professionals and Public Relations

**Course Content:** Introduction, format and structure, formal and informal emails, writing and replying to emails, requesting action, exchanging information and making arrangements

**12 hours, 15 students**

**Pre-requisite:** at least an intermediate level in English

### A4- How to Set-up and Conduct International Meetings Professionally?

چگونه می توان جلسات بین المللی را به شکل حرفه ای تنظیم و برگزار کرد؟

**Audience:** CEOs, Managing Directors, Marketing Managers, Communication Officers, HR and Public Relations

**Course Content:** How to arrange, confirm and reschedule meeting; how to make introductions for meeting objectives; how to report progress, ask for comments, deal with interruptions, ask for discussions; how to summarize and conclude; how to follow up

**12 hours, 15 students**

**Pre-requisite:** at least an intermediate level in English

## A5- International Standards for Human Resources (HR)

استانداردهای بین المللی برای مدیریت منابع انسانی

**Audience:** CEOs, Managing Directors, Human Resource Managers and Legal Professionals

**Course Content:** recruitment, Job descriptions, advertisements for Human Resources; the selection process including looking into profiles and conducting interviews; understanding contract obligations; development practices, training courses and appraisals; how to reward including salaries and benefits

12 hours, 15 students

**Pre-requisite:** at least an intermediate level in English

## A6- Professional Presentations:

ارائه مطالب در جلسات به صورت حرفه ای

**Audience:** CEOs, Managing Directors, Marketing Managers, Communication Officers, Legal Professionals, Admin Assistances and Public Relations

**Course Content:** how to welcome guests, introduce people present and overcome nervousness; body language and tips on how to speak; presentation tools at your disposal including visual, graphs and charts; to sum up, conclude and handle Q&A sessions

12 hours, 15 students

**Pre-requisite:** at least an intermediate level in English

## A7- Socializing Before and After Negotiations Professionally

ایجاد ارتباط و اعتماد قبل و بعد از یک مذاکره حرفه ای

**Audience:** CEOs, Managing Directors, Marketing Managers, Communication Officers, Legal Professionals, HR Managers and Public Relations

**Course Content:** how to make agreeable contact; how to welcome negotiating partners; how to get to know one another; how to tour partners and eat out; how to network in fairs and exhibitions

**12 hours, 15 students**

**Pre-requisite:** at least an intermediate level in English

## A8- Telephoning

چگونگی پاسخگویی به تلفن

**Audience:** Admin Assistances and Public Relations

**Course Content:** Basics on how to identify yourself and act as a gate-keeper; exchange information; how to leave and take messages, making and confirming arrangements; make mobile phone calls; making and handling customers, and to reach agreements

**12 hours, 20 students**

**Pre-requisite:** at least an intermediate level in English

## A9- International Business Contracts I:

### قراردادهای تجاری بین المللی ۱

**Audience:** Legal, Marketing and Commercial Professionals

**Course Content:** Basics of contract format including preamble, definitions, duties and obligations, communication and documentation, price, terms of payment, penalties, force majeure, permits, dispute resolution, languages in international law; agencies, distribution, joint venture and partnership contracts; pros and cons in each case

**12 hours, 15 students**

**Pre-requisite:** at least an intermediate level in English

## A10- International Business Contracts II

### قراردادهای تجاری بین المللی ۲

**Audience:** Legal, Marketing and Commercial Professionals

**Course Content:** international sale contract; international distribution contract; international commercial contract; international sales representative agreement; international joint venture; international strategic alliance contract; international service contract; international supply contract; international manufacturing contract; international technology transfer agreement; international Franchise contract

**12 hours, 15 students**

**Pre-requisite:** at least an intermediate level in English

## A11- International law

### حقوق بین الملل

**Audience:** Legal, Marketing and Commercial Professionals

**Course Content:** Basics of international law, states as subjects in international law; individual and international organizations in international law; jurisdictions; territory; treaties, resolutions; peaceful settlement of dispute

**12 hours, 15 students**

**Pre-requisite:** at least an intermediate level in English

## Oxford Commercial Correspondence Courses

### دوره مکاتبات تجاری آکسفورد

#### **B1- Introduction to Letters, Faxes and Emails**

آشنایی با نگارش نامه ها، نامبرها و ایمیل ها به زبان انگلیسی

**Audience:** everyone who has to write a commercial correspondence

**Course Content:** Introduction to letter, fax and email writing including advantage and disadvantage of using each format. Layouts including address, date, attention, salutation, body of the letter, closing line, copy, confidentiality and signature,

**4 hours, 20 students**

**Pre-requisite:** at least a pre-intermediate level in English

#### **B2- Content and Style in Commercial Correspondence**

محتوا و سبک در مکاتبات تجاری

**Audience:** everyone who has to write a commercial correspondence

**Course Content:** Finding the right length for a correspondence; what is the right order of writing including the sequence of paragraphs; what style to use; clarity in writing and accuracy, references and enclosures

**4 hours, 20 students**

**Pre-requisite:** at least a pre-intermediate level in English



### B3- General Commercial Correspondence

ساختار عمومی در مکاتبات تجاری

**Course Content:** making inquiries, reply and request for quotations, placing orders, payment, complaints and Adjustments. How to make reservations for air travel, appointments making an appointment, confirming, cancelling and follow up); congratulations, sick leave, retiring, condolences and seasonal greetings

**Audience:** everyone

**8 hours, 20 students**

**Pre-requisite:** at least a pre-intermediate level in English and having passed B1 and B2

### B4- How to write Job Applications for International Companies

نحوه نگارش رزومه برای شرکت های بین المللی

**Course Content:** how to apply for a job how to make job advertisements, write letters of application; fill out application forms and CVs; make a cover letter. How to turn down an application of offer a post. How to accept a job offer and confirming acceptance

**Audience:** everyone

**6 hours, 20 students**

**Pre-requisite:** at least a pre-intermediate level in English and having passed B1 and B2

## B5- Making Financial Correspondence

### نگارش مکاتبات مالی

**Course Content:** introduction to forms of credit and how to ask for credit, replying to request for credit, including how to negotiate and convince; agree or refuse credit; how to write opening statements, detail and close financial letters

**Audience:** Finance and Accounting Managers and professionals

**6 hours, 15 students**

**Pre-requisite:** at least a pre-intermediate level in English and having passed B1 and B2

## B6- Making Banking and International Banking Correspondence

### نگارش و مکاتبات بانکی بین المللی

**Course Content:** introduction to types of banks, accounts and deposits, loans; setting requests for a current account, change of signature, standing order, cancellation of cheques, advice and reply on overdrawn accounts, request for an overdraft or loan, granting a loan. Concepts related to bills of exchange, documentary credits, shipping documents; points to remember in international banking

**Audience:** Finance and Accounting Managers and professionals

**6 hours, 15 students**

**Pre-requisite:** at least a pre-intermediate level in English and having passed B1 and B2

## B7- Writing for Agencies and Distributors in Marketing Correspondence

نگارش در حوزه نمایندگی شرکت های بین المللی و نمایندگان پخش

**Course Content:** introduction to Agents and Agencies including Brokers, Export Managers, Distributors, Commercial and buying agents. How to open, explain and close the letter; how to offer Agency; how to deal with Commissions, settlement of accounts, supports offered, delivery, duration of contracts and disagreements and disputes.

**Audience:** Marketing Managers and professionals

**8 hours, 20 students**

**Pre-requisite:** at least a pre-intermediate level in English and having passed B1 and B2

## B8- Writing for Transportation and Shipping in Supply Chain Management and Shipping Correspondence

نگارش در حوزه تدارکات، حمل و نقل، مدیریت و زنجیره تامین

**Course Content:** request for quotation, reply to quotations, advice on delivery, complaint of damage, reply to complaints in Road, Rail and Air transport. Also types of vessels, shipping organizations, documents liabilities and corresponding letters such as request and reply for freight rates, bill of lading, instructions and confirmations. It will also touch on containers, documentations and correspondence for importing and exporting goods

**Audience:** Logistics and supply chain managers and professionals

**12 hours, 15 students**

**Pre-requisite:** at least a pre-intermediate level in English and having passed B1 and B2

## B9- Writing for Insurance Correspondence

### مکاتبات بیمه بین الملل

**Course Content:** introduction to insurance procedures; fire and accident insurance. How to write request for comprehensive insurance; quotations, bonding an employee, claims and replies for fire damage. Introduction on Marine insurance; and making requests, quotations, notifications claims and claim replies as well as claim rejections for marine insurance quotations, certificate of insurance, open covers

**Audience:** everyone

**8 hours, 15 students**

**Pre-requisite:** at least a pre-intermediate level in English and having passed B1 and B2

## Specialized Courses and Workshops

### دوره ها و کارگاه های تخصصی

#### **C1- International Negotiations & Cross-Cultural Communications**

مذاکرات بین الملل و ارتباطات بین فرهنگی

**Course Content: Basics of communication and how it relates to culture; CCC and its relation to International Business Management and Marketing**

**Workshop (8 hours) and Seminar (4 hours)**

#### **C2- Corporate Social Responsibility (CSR) and Branding**

مسئولیت اجتماعی و برند سازی

**Workshop (4 hours) and Seminar (8 hours)**

**Course Content: Introduction to CSR, its history and why it is important in the present business culture in Iran and around the world**

**Workshop (8hours) and Seminar (4 hours)**

#### **C3- How to make a great Presentation and its various Formats**

آشنایی با چگونگی یک ارائه عالی و شکل های مختلف آن

**Workshop (8 hours) and Seminar (4 hours)**

**Course Content: Introduction to various forms of presentation; where to use each presentation and for what purpose**

## C4- How to make a Great Powerpoint Presentation and its various formats :

چگونگی ارائه مطالب با پاورپوینت و انواع آنها

Workshop (8 hours) and Seminar (4 hours)

Course Content: Introduction to Powerpoint presentations, how to use it and for what purpose

## Free discussions for professionals:

بحث و گفتگوی آزاد برای مدیران و کارشناسان حرفه ای

در مورد مسائل ژئوپلتیک، نفت و گاز، هنر، فیلم، زندگی دزر خارج از کشور و چگونگی حل مشکلات بین فرهنگی

- D1. Debates on Geopolitical issues,
- D2. Debates on Oil and Gas issues,
- D3. Debates on Arts,
- D4. Debates on Movies,
- D5. Debates on Life aboard and cross cultural issues

**Audience:** Executive, Directors and Professionals

**Two to eight students per 2 hour session**

**20 hours coursed**

**Fees:** varies according to class size

**Pre-requisite:** at least an intermediate level in English