

FACE-TO-FACE SECTION

Suggestions for the Tutor

UNIT 1

ACTIVITY 1

Participants: Interviewer and applicant

Type of activity: Role-play

Topic: Job interview

Instructions/Rubrics: Interview the applicant for the vacancy your company is offering and ask relevant questions to decide if s/he is the right person for the job. The prompts below can help you.

Prompts:

Education and Training

Work experience

Reasons for applying

Strengths and weaknesses

Availability

Driving License

Computer Skills

Language Skills

ACTIVITY 2

Participants: Representative of a company

Type of activity: Oral presentation

Topic: Company presentation

Instructions/Rubrics: Make a short presentation of your company. The prompts below can help you choose some key issues that must be mentioned.

Prompts:

Company name

Contact details and experience

Company structure (units, departments)

Products or services supplied

Scope of activities

Company achievements

ACTIVITY 3

Participants: Two colleagues of a company

Type of activity: Phone call conversation

Topic: Last Saturday night

Instructions/Rubrics: Phone your work colleague and talk about your last Saturday.

The prompts can help you.

Prompts:

Places you went to

Outstanding news (funny gossip,..)

Special things you did

New people you met (appearance, personality,...)

What was the way back home like?

UNIT 2

ACTIVITY 1

Participants: Two representatives of two different companies

Type of activity: Phone call conversation

Topic: A meeting plan

Instructions/Rubrics: Phone the representative of a company in another country to arrange a meeting. The prompts can help you.

Prompts: (I deleted some things)

Topic

Purpose of the meeting

Date

Place

The possible agenda

ACTIVITY 2

Participants: Two colleagues of a company

Type of activity: Role-play

Topic: Call for tender

Instructions/Rubrics: Discuss the application of the last call for tender with your colleague. The prompts can help you.

Prompts:

Services required

Mandatory documents needed (tender application form,...)

Things done so far

Problems encountered

Tender closing date

ACTIVITY 3

Participants: Boss and secretary

Type of activity: Role-play

Topic: A business dinner

Instructions/Rubrics: Tell your secretary to inform the company workers about the next business dinner. The prompts can help you.

Prompts:

Date

Time

Name and location of the restaurant

Menu

Number of expected attendees

Asking for confirmation of attendance

UNIT 3

ACTIVITY 1

Participants: A foreign entrepreneur and the representative of a national company

Type of activity: Role-play

Topic: New markets search

Instructions/Rubrics: Discuss with the representative of a foreign company the sales plan you have to introduce your products into new markets. The prompts can help you.

Prompts:

Assessing the market

Sales plan (products, business objectives,...)

Targeted market segment

Distribution channels

Corporate values (standards, innovation,...)

Strategic plan (trade shows,...)

Market risks and reasonable expectations

ACTIVITY 2

Participants: Salesman and customer

Type of activity: Phone call

Topic: Payment terms

Instructions/Rubrics: Talk to the salesman to find out about the way you must pay for the goods you ordered. The prompts can help you.

Prompts:

Standard price

Possible discounts

Payment terms (exchange rate, payment in advance,...)

Forms of payment (payment methods: cash, cheque, credit card, bank transfer)

Invoice

Partial settlement and interests

Closing date for payment

ACTIVITY 3

Participants: Two representatives of two different companies (one is the guest and the other is the host)

Type of activity: Role-play

Topic: Guest at the airport

Instructions/Rubrics: Give practical information on the city and on the meeting to your guest who is the representative of another company.

The prompts can help you.

Prompts:

Journey

Practicalities (hotel, transport, monuments)

Outstanding cultural issues/traditions

Work plan

Internet connection

Social programme

UNIT 4

ACTIVITY 1

Participants: Representative of an exhibition organisation and applicant (exhibitor)

Type of activity: Role-play

Topic: A stand in an exhibition

Instructions/Rubrics: Explain to a prospective exhibitor the conditions to set up a stand in your exhibition. The prompts can help you.

Prompts:

Visitor experience

Standard technicalities (stand size, lighting,...)

Special requirements and extra-charge

Fees

Cancellation of the reservation

ACTIVITY 2

Participant: Manufacturer

Type of activity: Presentation

Topic: A new product

Instructions/Rubrics: Present your new product using successful marketing strategies (special offers,...). The prompts can help you.

Prompts:

Product (description,...)

Place (premises,...)

Price (special offers and discounts)

Promotion (promotional gifts, etc)

ACTIVITY 3

Participants: Leaflet designer and the advertising manager of a company

Type of activity: Role- play

Topic: An effective leaflet

Instructions/Rubrics: Discuss with a graphic designer the most significant aspects the advertising leaflet of your company must include. The prompts can help you.

Prompts:

Business name and product category

Attention-grabbing headline

Visual identity (logo,...)

The target group

Aspects of the product to be highlighted (quality,...)

Special offers

Website address

UNIT 5

ACTIVITY 1

Participants: Customer and a person from the sales department

Type of activity: Role-play

Topic: A product and its environmental-friendliness

Instructions/Rubrics: Ask the sales department about the energy consumption and the eco-friendliness of a product.

The prompts can help you.

Prompts:

Characteristics

Usefulness

Quality

Recycled materials

Energy consumption

Cost

Sustainable product

ACTIVITY 2

Participants: Representative of a company

Type of activity: Presentation

Topic: An innovative product/device/technology

Instructions/Rubrics: Present your innovative device to your future customers. The prompts can help you.

Prompts:

Product name

Description of the product

Market

Special features

Maintenance

Price

ACTIVITY 3

Participants: The gadget seller and a customer

Type of activity: Role-play

Topic: Instructions for use

Instructions/Rubrics: Show your customer how to use the gadget s/he is interested in.

The prompts can help you.

Prompts:

Basics (connecting the appliance to an electrical outlet, switching it on/off,..)

Fitting the pieces together

Warnings and misuse

Safety information