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THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

English for Effective Business Speaking

This course is part of __Business English for Non-Native Speakers Specialization__

文ₐ Taught in English | __22 languages available__ | Some content may not be translated

Instructors: __Kin Tang__ **+2 more**

Enroll for Free
Starts Apr 22

Financial aid available

122,652 already enrolled

Included with **coursera PLUS** • __Learn more__

Course
Gain insight into a topic and learn the fundamentals

4.5 ★ (663 reviews) | 👍 97%

23 hours (approximately)

Flexible schedule
Learn at your own pace

View course modules

Details to know

in

Shareable certificate
Add to your LinkedIn profile

Assessments
13 quizzes

See how employees at top companies are mastering in-demand skills

Learn more about Coursera for Business

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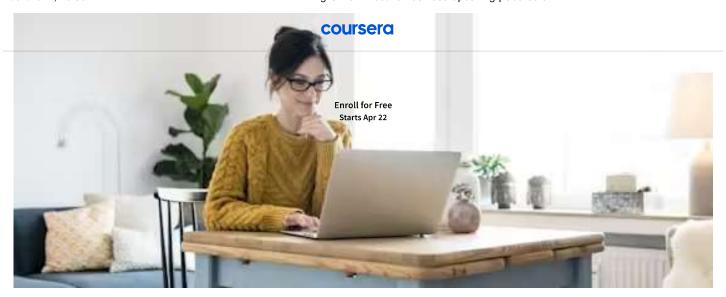**Enroll for Free**
Starts Apr 22

Build your subject-matter expertise

This course is part of the **Business English for Non-Native Speakers Specialization**
When you enroll in this course, you'll also be enrolled in this Specialization.

- Learn new concepts from industry experts

- Gain a foundational understanding of a subject or tool

- Develop job-relevant skills with hands-on projects

- Earn a shareable career certificate

Earn a career certificate

Add this credential to your LinkedIn profile, resume, or CV
Share it on social media and in your performance review

There are 6 modules in this course

This course aims to improve your Business English speaking skills by developing your use of vocabulary, grammar, pronunciation, spoken communication skills within a Business context, and your ability to deliver professional business speeches for specific purposes. Skills learned in this course will be used in the cross-cultural communications course and help prepare you to deliver the professional business presentation in the Capstone project.

After completing this course, you will be able to:

- delivery effective job interviews
- give persuasive business pitches
- delivery informative business presentations
- speak persuasively in English
- adapt content to purpose, context and audience
- use appropriate style and tone of writing for business purposes

Read more

Welcome module

Module 1 • 1 hour to complete

Module details ⌃

Welcome to Week 1! This week, we will cover Module 1 where we introduce you to the objectives and structure of this Specialization and course.

What's included

▷ 3 videos   ▭ 4 readings   ▢ 2 discussion prompts

> Show info about module content

Introduction to business speaking

Module 2 • 3 hours to complete

Module details ⌃

Welcome to Week 2! This week we will cover Module 2 where we introduce you to speaking skill you may need in the workplace. You will also be introduced to vocabulary and language skills common to business communications.

What's included

▷ 5 videos   ▭ 5 readings   ▢ 2 quizzes   ⚇ 1 peer review   ▢ 1 discussion prompt

> Show info about module content

Interviews

Module 3 • 6 hours to complete

Module details ⌃

Welcome to Week 3! This week we will cover Module 3 where we introduce you to interviewing skills you may need in the workplace. You will also be introduced to vocabulary and language skills common to business communications.

What's included

▷ 8 videos   ▭ 10 readings   ▢ 4 quizzes   ⚇ 2 peer reviews   ▢ 1 discussion prompt

> Show info about module content

Business pitches

Module 4 • 6 hours to complete

Module details ⌃

Welcome to Week 4! This week we will cover Module 4 where we introduce you to delivering business pitches and speaking persuasively. You will also be introduced to vocabulary and language skills common to business communications.

What's included

▷ 7 videos   ▭ 10 readings   ▢ 4 quizzes   ⚇ 2 peer reviews   ▢ 1 discussion prompt

> Show info about module content

Business presentations

Module 5 • 5 hours to complete

Module details ⌃

Welcome to Week 5! This week we will cover Module 5 where we introduce you to presentations skills you may need in the workplace and effective visualizations. You will also be introduced to vocabulary and language skills common to business communications.

What's included

▷ 7 videos   ▭ 10 readings   ▢ 2 quizzes   ⚇ 1 peer review   ▢ 5 discussion prompts

> Show info about module content

Concluding module

Module 6 • 30 minutes to complete

Module details ⌃

Welcome to Week 2! This week we will cover Module 2 where we wrap up the course. You will be asked to complete the final exam and post-course survey.