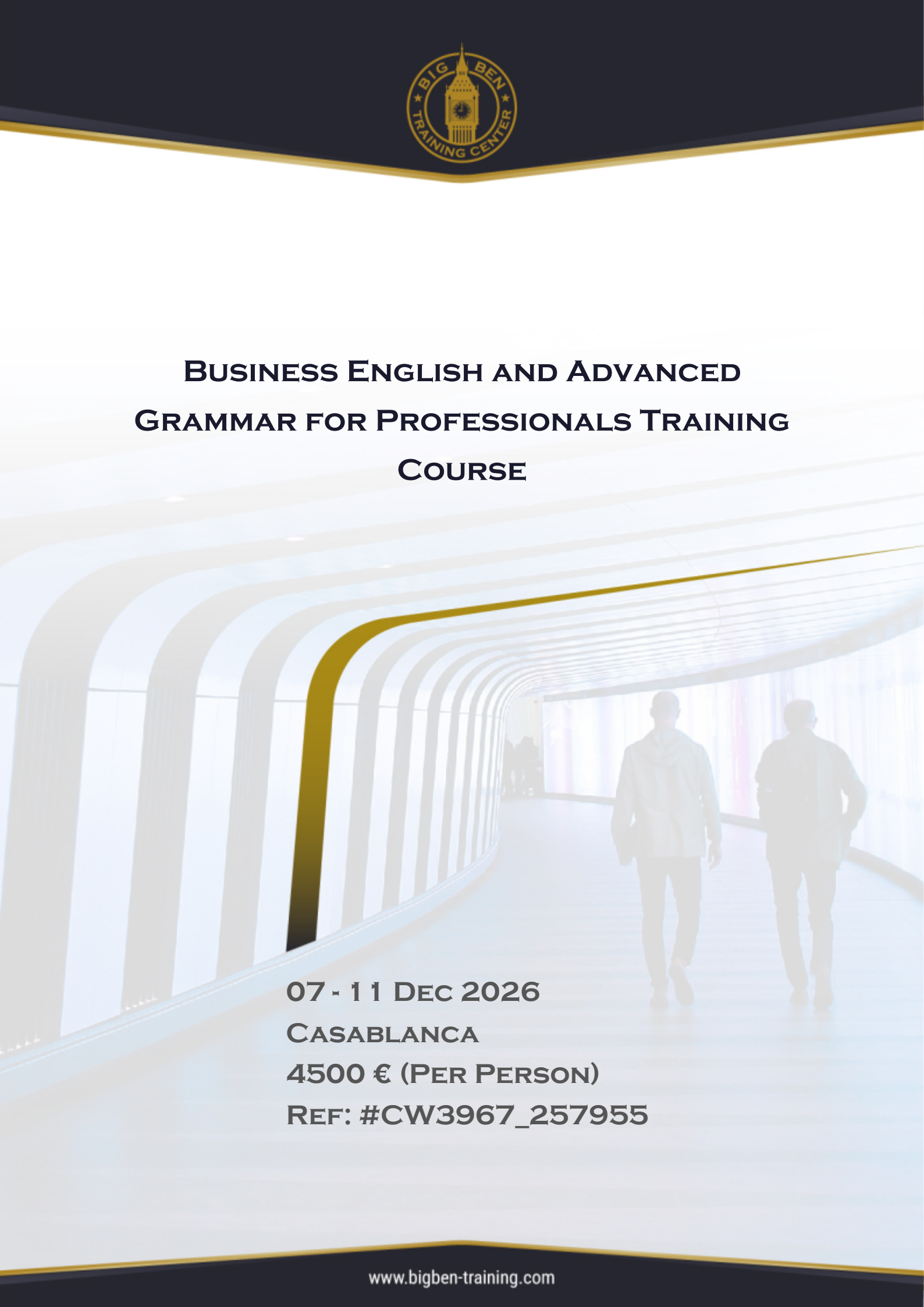
Business English and Advanced Grammar for Professionals Training Course



07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CW3967_257955

Course Introduction / Overview:

In today's globalized business environment, the ability to communicate with clarity, precision, and professionalism is not just an asset; it is a fundamental requirement for success. This course is meticulously designed to elevate your command of Business English and advanced grammar, transforming your communication from functional to influential. Drawing upon principles of effective communication as detailed by experts like Michael Swan in his seminal work, "Practical English Usage," this program moves beyond basic language skills. It delves into the nuances of corporate communication, focusing on the specific grammatical structures and vocabulary that build credibility and drive results. Participants will explore how to construct persuasive arguments, write impactful reports, and lead meetings with confidence. At BIG BEN Training Center, we provide a dynamic learning experience that bridges the gap between theoretical knowledge and practical application, ensuring that every professional can articulate their ideas with the sophistication and accuracy demanded by the modern workplace. This journey will empower you to navigate complex business scenarios, foster stronger professional relationships, and ultimately, advance your career through the power of polished and precise communication.

Target Audience / This training course is suitable for:

- Managers and Team Leaders.
- Executives and Senior-Level Professionals.
- Administrative and Support Staff.
- Sales and Marketing Professionals.
- Human Resources Specialists.
- Project Managers and Coordinators.
- Consultants and Business Analysts.
- Non-native English speakers working in a corporate environment.
- Any professional seeking to enhance their business communication skills.

Target Sectors and Industries:

- Banking and Financial Services.
- Information Technology and Telecommunications.
- Consulting and Professional Services.
- Healthcare and Pharmaceuticals.
- Engineering and Manufacturing.
- Retail and E-commerce.
- Hospitality and Tourism.
- Governmental and Public Sector Organizations.
- Non-Profit and International Development Agencies.

Target Organizations Departments:

- Human Resources and Training.
- Sales and Business Development.
- Marketing and Communications.
- Customer Service and Client Relations.
- Executive Administration.
- Operations and Logistics.
- Finance and Accounting.
- Legal and Compliance.
- Project Management Office.

Course Offerings:

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

- Master complex grammatical structures for professional contexts.
- Write clear, concise, and persuasive business emails, reports, and proposals.
- Enhance verbal communication skills for meetings, presentations, and negotiations.
- Utilize a broad range of advanced business vocabulary with accuracy.
- Identify and correct common grammatical errors in professional writing.
- Adapt communication style for different audiences and cultural contexts.
- Employ sophisticated sentence structures to convey nuanced ideas effectively.
- Proofread and edit business documents to a professional standard.
- Boost confidence in using English in high-stakes business situations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in the workplace. We reject passive learning in favor of an active, participant-centered approach. The course incorporates a blend of expert-led instruction, real-world case studies, and collaborative group activities. Participants will engage in role-playing exercises that simulate common business scenarios, such as negotiating contracts, handling client complaints, and delivering persuasive presentations. A significant portion of the training is dedicated to hands-on writing workshops where individuals receive personalized feedback on their own work, from emails to formal reports. Peer-to-peer learning is encouraged through group discussions and team-based problem-solving tasks. We utilize interactive tools and practical exercises to reinforce advanced grammar concepts, making complex rules accessible and memorable. Our experienced instructors act as facilitators, guiding participants to discover solutions and build confidence through constructive feedback and continuous engagement. This dynamic and supportive environment ensures a deep and lasting understanding of professional business communication.

Course Agenda (Course Units):

Unit One Foundations of Professional Business English

- Review of core English grammar principles.
- Identifying and correcting common errors in business writing.
- Expanding professional vocabulary for corporate environments.
- Understanding the importance of tone and register in communication.
- Differentiating between formal and informal English in the workplace.
- Techniques for achieving clarity and conciseness.
- Introduction to the principles of effective business communication.

Unit Two Mastering Written Business Communication

- Structuring professional emails for maximum impact.
- Writing effective reports, memos, and business proposals.
- Techniques for crafting persuasive and informative content.
- Mastering punctuation for professional clarity.
- Guidelines for digital communication and netiquette.
- Proofreading and editing strategies for error-free documents.
- Practice in writing for various business purposes and audiences.

Unit Three Advanced Grammar for Impact and Precision

- Mastering complex sentence structures and clauses.
- Advanced use of verb tenses, including perfect and continuous forms.
- Correct application of conditionals and hypothetical situations.
- Strategic use of the passive and active voice.
- Understanding and using modal verbs for nuance and politeness.
- In-depth look at prepositions and phrasal verbs in business contexts.
- Exercises to reinforce advanced grammatical concepts.

Unit Four Effective Verbal Communication in the Workplace

- Language for effective participation in meetings and discussions.
- Structuring and delivering powerful business presentations.
- Vocabulary and phrases for negotiation and persuasion.
- Developing active listening and questioning skills.
- Managing professional telephone calls and video conferences.
- Techniques for clear pronunciation and articulation.
- Role-playing common workplace communication scenarios.

Unit Five Polishing Communication and Cross-Cultural Nuances

- Advanced techniques for persuasive writing and speaking.
- Understanding and navigating cross-cultural communication styles.
- Strategies for giving and receiving constructive feedback professionally.
- Developing a confident and authoritative communication style.
- Final review of advanced grammar and vocabulary.
- Personal action planning for continuous improvement.
- Capstone project. a comprehensive business communication task.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How does the mastery of grammatical nuance directly influence perceived leadership capability and executive presence in a global business environment?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the mere mechanics of grammar and vocabulary to explore the strategic application of language in a professional context. While many programs focus on correcting errors, our curriculum is built around the principle of communication as a tool for influence, leadership, and strategic advantage. We integrate advanced grammatical concepts directly into real-world business scenarios, ensuring that learning is not abstract but immediately applicable. The course emphasizes the psychological impact of language choices, teaching participants how to craft messages that are not only grammatically perfect but also persuasive, diplomatic, and culturally sensitive. Unlike generic English courses, every module, from email writing to presentation skills, is tailored specifically for the challenges and opportunities of the corporate world. The focus is on developing a sophisticated and flexible communication style that builds credibility and fosters strong professional relationships, empowering participants to articulate complex ideas with precision and confidence in any business situation.