

Working with the blended learning course

Multilingual intercultural business communication for Europe

We are pleased that you have decided to work with our blended learning course for business communication.

In our language course we offer the following training materials on the Web page (see the button "Blended Learning course business communication" and "ECL") as well as on a CD-ROM, which you can obtain in your German presence centers:

Programmed exercises: In this section you will find exercises in the areas of management, marketing, service, and intercultural business communication. You can work with them independently at home, without the help of a teacher or trainer.

Exercises for the presence phase: Here you will find the kinds of exercises that are familiar to you from textbooks. You can use many of them without a teacher as well, but because they often don't allow a one-for-one solution, as the programmed exercises do, it makes sense to tackle them in a group with the help of a teacher, preferably in one of the presence centers.

Tests: While in a process of learning, you may also want to check if you indeed learned something, and which level of competence you are on before and after working with the course. You can determine that under the button TESTS, which mainly uses the interregional ECL test, a standard test that is recognized all over Europe. On the Web page you will find two sets of this test, and another one on the CD-ROM.

Glossaries: Here you can find the entire glossary on business communication, as well as a glossary for tourism and spoken business communication. These will allow you an overview of business communication vocabulary in the areas mentioned above.

You can opt for one of the three proposed areas of work, depending on your profession or area of interest: management, marketing, or service. You can also determine which exercises of the module intercultural communication are of current or future interest to you. You'll notice that the exercises have differing levels of difficulty: the exercises for management are linguistically the most demanding, and thus require the most linguistic knowledge (B2 or C1 level). The exercises on service are easier (A2/B1), whereas the marketing exercises rank in the middle (B2). We offer text glossaries in areas where we believe that you may not be familiar with certain words or phrases. You will find most of these lexical units in the main glossary, which can be found on the CD as well as on the Web page.

You are not forced to work through the exercises in the order specified by us. Each exercise can be started separately, so that your specific needs are taken into account.

Since the oral exercise of language is of high significance in business communications, the course includes a wide variety of spoken texts and videos. Most of the audio and video recordings are stored on the CD. Video clips originating from YouTube and clipfish are available on the website as well as on the CD-ROM.

It is the essence of our blended learning course that its most important parts form a unit and are tailored to seamlessly work together: the Web site, the CD-ROM, and the presence phase in the learning centers.

While the CD-ROM is offering the parts which are relevant in the long run, the web page offers additional, up-to-the-minute, rapidly changing information, as well as opportunities for interaction, which enable you to participate actively for your optimal learning success.

In addition to the core areas mentioned above, the web page is also offering the following information and exercise areas:

Public area

- **Project description**
- Information about the **partners**, their networks and activities in their native languages
- Current **messages**
- **New articles** about the most important areas of multilingual cultural business communication
- **Blogs**, that are connected with the aims of our course
- **Quizzes & self tests** in the areas of management, marketing, service, and intercultural communication
- **Podcasts/Videocasts** in the areas of management, marketing, service and cross-cultural communication
- **Wikis** about other relevant aspects of the topics at hand
- **Glossaries** related to the business language, tourism, and spoken business communication
- **Audio books** on business communication with a focus on: modern marketing, role of German language, and tourism
- **Skype/chat/online tutor**: These tools will enable you to communicate directly with project management.
- Details of **recent changes** on the website, to prevent a time-consuming search for new entries
- important, extensive **links** regarding current foreign language didactics, business communication, intercultural communication, management, marketing, and service
- Information on the **valorisation** of the blended learning course
- always upgraded, very detailed Web site statistics, where you can see how many times the project website was selected, which areas are of particular interest for users, and from which countries the views originate

- a current **quiz** regarding the culture of the Federal Republic of Germany
- an **online survey** on the experience of working with our course

Our consortium consists of 9 partners from 9 countries: Estonia, Germany, Latvia, Lithuania, Romania, Slovakia, Slovenia, Czech Republic, and Hungary. The course was produced in all 9 languages utilising a joint, coordinated design. You can reach the different courses over the corresponding flag and via the button labeled "partner overview."

On our Web site as well as on the CD, we offer many opportunities for direct communication with us, and with our project partners from other countries. In addition to using the **Skype and Chat** options, please also use the buttons labeled "**Contact**" (on top of the website and elsewhere) and "**imprint**", etc. to contact us.

You can also get additional and current information quickly using the **RSS feature** and the button labeled "**Search**." If you wish to receive information about the European Commission, their tasks, objectives, actions and objectives, simply click the **LLP Logo** on top of our web site.