



English Masterclass: Corsi di inglese specialistici per il business internazionale (da aprile 2025)

Finalità e programmi

Nei rapporti d'affari con partner internazionali la conoscenza della lingua inglese è una competenza imprescindibile che, per garantire un livello di comunicazione ottimale, deve essere costantemente aggiornata e perfezionata in funzione delle situazioni e dei ruoli assunti all'interno dell'azienda.

L'Associazione, in collaborazione con Assoservizi Legnano s.r.l., organizza il secondo **ciclo di corsi "English Masterclass", articolati in diversi moduli on line da 8 ore ciascuno**, che affrontano le seguenti tematiche strategiche:

- **Modulo 1**

Mastering the art of professional Self-Introduction for business and personal success - *This session will provide the fundamentals for effective and engaging self-introductions, covering key aspects such as describing job and company, talking about past experience, highlighting personal strengths and weaknesses and outlining personal future goals with a final strong and unique touch.*

- **Modulo 2**

Building strong Customer Relationships for long-term success - *Participants will learn effective techniques to enhance communication skills to host and engage customers, understanding their needs and preferences, and creating memorable experiences that build trust and loyalty.*

- **Modulo 3**

Proficiency in Public Speaking - *Cultivating confidence and communication skills in delivering presentations, speeches and talks to an audience in meetings is the objective of this session. Mastering techniques to become more comfortable and confident in the approach to public speaking and learning how to engage and inspire are essential to captivate an audience.*

- **Modulo 4**

Confidence in navigating the negotiation process - *Participants will delve into the art of negotiating, learning essential strategies and communication techniques to negotiate complex deals persuasively, handle conflicts, and reach mutually beneficial agreements.*

- **Modulo 5**

Leading across cultures - *In a global environment and in today's interconnected business world, participants will develop the skills needed to lead multicultural teams, navigate cultural nuances and foster collaboration across borders.*

- **Modulo 6**

Navigating conflicts and handling disagreements - *Conflict can help inspire creativity, provide clarity, restore trust, and build self-awareness. Attendees will learn how to argue for an opinion or against other people's position.*

- **Modulo 7**

Hosting effective meetings - *Participants will learn how to improve self-confidence to speak up in meetings and express themselves with the correct vocabulary and efficient practice.*

◦ **Modulo 8**

From concept to market: Mastering Product Development in a competitive world - *A comprehensive journey through the entire lifecycle of a product, from initial concept and market research to design, prototyping, and final launch. In this masterclass, participants will learn the key vocabulary, concepts, and communication strategies related to a process which is at the heart of innovation.*

◦ **Modulo 9**

Artificial Intelligence: from its foundations to future transformations - *Today, harnessing the power of AI can provide meaningful competitive advantages. Going through the fundamental principles, key technologies and various applications of AI, attendees will learn its key terminology and concepts, focusing on how it is reshaping the business world and on how it relates to modern business operations.*

◦ **Modulo 10**

Sustainable & Green R&D - *In today's business world, companies are increasingly investing in sustainability to create environmentally friendly products and reduce waste. Participants will explore how companies invest in sustainable R&D, understand key vocabulary, and discuss real-world applications in business.*

Ogni lezione è diversa dalle altre e studiata per offrire il massimo livello di coinvolgimento. Il ciclo di lezioni sarà avviato **dall'8 aprile 2025 e si svolgerà ogni martedì**, ma le lezioni sono programmabili anche in altri periodi dell'anno in funzione delle esigenze dei partecipanti.

Quota di partecipazione

€ 200,00 + IVA/partecipante per le aziende associate per ogni modulo

€ 240,00 + IVA/partecipante per le aziende non associate per ogni modulo

Alle aziende che hanno partecipato al primo ciclo sarà applicato uno sconto del 10%. È possibile iscriversi anche a più moduli fra quelli proposti.

In allegato si trasmette la brochure illustrativa.

Modalità iscrizione

Le aziende interessate possono inoltrare la propria manifestazione di interesse indicando il modulo/i cui si intende partecipare attraverso [questo link](#).

Contatti

Ulteriori informazioni possono essere richieste all'Area internazionalizzazione.