

Dynamic Business English

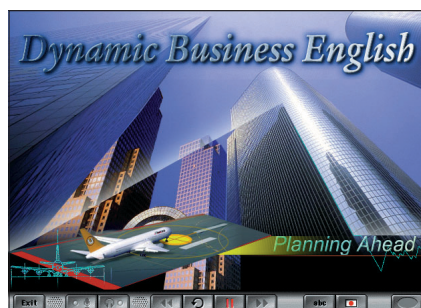
A Powerful and Cost-Effective Solution for Today's Business English Student

This engaging series, covering 6 major business themes, helps business people and students at the intermediate level improve their English speaking skills and function more effectively in today's competitive business world.

Using DynEd's proven listening and speaking approach to learning English, this course helps students prepare business presentations and develops their conversational fluency and meeting skills. The course focuses on the key language concepts, grammar, and vocabulary needed to communicate in real business situations. Information-eliciting questions, oral presentations, and interviews form the core of the course. Extensive practice reinforces listening comprehension and language content, helping students achieve a high level of competence in business English.

Dynamic Business English and its companion course, *Functioning in Business*, are part of a suite of products that make up DynEd's Language Learning Solutions designed to meet the Business English needs of today. Used together, these courses develop mastery of the core grammar, vocabulary, and language functions essential for international business in English.

Video lessons, Video Simulations, and Speech Recognition activities develop oral fluency and confident communicative skills.



Students practice their listening and speaking skills in a wide variety of realistic business situations.



A Listening-Based

Interactive Multimedia

Course

FEATURES and BENEFITS

- **6 engaging Business Themes, sequenced for optimum learning**
Minimizes total learning time and costs
Provides practice for business presentations
- **Essential business vocabulary and grammar, taught in realistic contexts and with pedagogically-sound activities**
Trains students to perform in business situations
Develops true language mastery
- **Powerful Video Lessons and Role-Playing Simulations**
Delivers ready-to-use, authentic language
- **State-of-the-Art Speech Recognition**
Builds speaking confidence and fluency
Provides essential practice for real business situations
- **Easy-to-use, engaging Interface and reliable Technology**
Allows students to work independently with ease
Enables students to focus on learning tasks
- **Detailed, flexible Records Manager**
Simplifies class management and reporting
Allows for student-centered instruction, content individualization, and long-distance class delivery
- **Effective, built-in Record Keeping with e-mail option**
Enables full teacher support at a distance
- **Unique "Shuffler" individualization program**
Optimizes teaching material for faster, easier, more effective learning, adapted to each student's needs
- **Reliable Placement Tests and Mastery Tests**
Assures the best coverage of material for each unit
- **Comprehensive Instructor's Manuals and Materials**
Ensures effectiveness of teacher-led instruction
Allows for efficient follow-up activities based on individual progress
- **On-line Study Help and Glossary for students**
Lets students work independently
- **Fully networkable course**
Ensures flexible course delivery for teachers and students

Each Unit Offers Six Ways to Learn

Thematic Presentation

Watch and listen to realistic business Presentations, and answer questions about the content. Pause, repeat, and record the language. Learn thematic vocabulary and grammar presented in context and in the On-Line Glossary.

Question Practice



With engaging Speech Recognition activities, practice constructing and asking information-eliciting questions based on the language presented. Increase fluency and communicative confidence as you rehearse the language.

Focus Exercises

Practice constructing sentences using key business vocabulary and grammar.

Dictations

Check listening comprehension in detail and demonstrate recognition of important grammar and vocabulary.

Grammar Fill-Ins

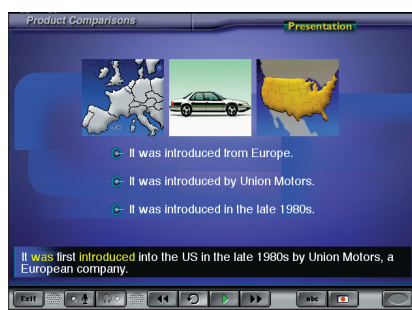


Speech Recognition activities help reinforce key vocabulary and grammar while increasing fluency and communication accuracy.

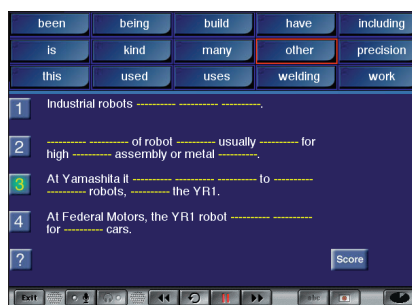
Video Simulations



Using Speech Recognition, role-play with the characters in these carefully-sequenced business dialogs that expand the thematic presentations and provide instant feedback.



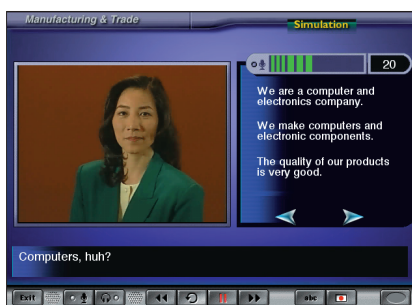
A wide variety of listening exercises focus on the key grammar and vocabulary most needed in business situations today.



Students listen to each phrase and then click on the correct option in these easy-to-use Dictation exercises that provide additional review.



Speech Recognition, used throughout the course, encourages students to develop fluency, improved grammatical accuracy, and confidence in their oral proficiency.



Develop confident listening and speaking skills in Video Simulations of realistic business situations.

Unit 1

Company Description

Learn how to describe a company, including business products and services, geographic locations, numbers of employees at various sites, company history, and customers.

Unit 2

Work Experience

Learn how to present and answer questions about job responsibilities, educational background, work history, and company structure.

Unit 3

Manufacturing and Trade

Use quantitative expressions to talk about companies and products, business services, exports, target markets, customers, and quantities of products manufactured and sold.

Unit 4

Product Comparisons

Present information about a product, and ask and answer questions about business products and services. Describe and make comparisons in terms of price, reliability, size, and effectiveness.

Unit 5

Decision Making

Explain and justify business decisions including purpose, rationale, and possible alternatives.

Unit 6

Planning Ahead

Communicate and describe future business plans and decisions, talking about likely and unlikely events, causal relations, and their consequences.

Minimum System Requirements

Windows®

Windows® 98,
2000, Me, NT:
Pentium® 200 Mhz
with 64 MB of RAM
Windows XP:
Pentium 300 Mhz with 128 MB of RAM
16 bit sound and microphone
4X CD ROM
Thousands of Colors

Macintosh®

Mac® OS
8.6 or later:
200 Mhz Power PC
with 64 MB of RAM
Mac OS X 10.1.5:
300 Mhz with 128 MB of RAM
Built-in sound and microphone
Speakers or headphones
4X CD ROM
Thousands of Colors

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