

Paraninfo

Inglés técnico para Administración, Comercio e Informática edición 2024



Editorial: Paraninfo

Autor: JULIA TESCHENDORFF COOPER

Clasificación: Grado Básico >
Administración y Gestión

Tamaño: 21 x 27 cm.

Páginas: 370

ISBN 13: 9788428366007

ISBN 10: 8428366004

Precio sin IVA: 37,45 Eur

Precio con IVA: 38,95 Eur

Fecha publicación: 01/08/2024

Sinopsis

Inglés técnico para Administración, Comercio e Informática is a textbook specifically tailored to the needs of students taking vocational training courses in Business Management, Commerce, and Information Technology (*Ciclos Formativos de Admón. y Gestión, Comercio y Marketing, e Informática y Comunicaciones*). Aligned with the syllabi of these courses, the book's content will equip students with the fundamental English language skills they need to navigate the working world. Practical grammar and vocabulary exercises, as well as other essential language learning activities —listening, reading, writing, and speaking—, will empower learners with the language proficiency needed to thrive in various personal and professional settings.

Effective communication is crucial for professional development. Thus, special emphasis is placed on the development of skills such as verbal communication and teamwork. The written and spoken communication activities and projects are specially designed to prepare learners for both real work and real life situations. Students will develop their ability to collaborate with others while also learning how to use the Internet responsibly. The texts and listening tasks —inspired by an imaginary medium-sized company and its dynamic team of employees— will immerse pupils in a world of practical learning. As they follow the day-to-day activities and conversations of three relatable, young and diverse professionals, students will be motivated to achieve their goals and advance in their own professional careers.

Materials:

- Fundamentals of A1-A2 English grammar.
- Numerous readings and texts on current topics and related to business management, IT, and commerce.
- Both broad and context-specific vocabulary.

- Listening and comprehension activities.
- Varied, useful oral and written communication tasks.
- Appendices with extra grammar and vocabulary.
- Additional projects pertaining to hard and soft professional skills.

**El solucionario de este libro es exclusivo
para el profesorado que tenga el libro
adoptado para la docencia.
No está disponible para particulares.**

Indice

Introductory Unit. Let's get going.

PROJECT Make a vision board.

UNIT 1. Roll up your sleeves. It's time to work.

UNIT 2. We the people.

PROJECT I. My hometown – A presentation.

PROJECT II. A video. Lights, camera, action!

UNIT 3. Plug in your computer.

UNIT 4. Hello. Is someone there?

PROJECT III. Writing a CV.

PROJECT IV. Writing a cover letter.

UNIT 5. A lot of things to do

UNIT 6. How can I help you?

PROJECT V. Preparing for a job interview.

PROJECT VI. A theatre workshop.

Appendix:

I. Extra vocabulary.

II. Listening scripts.

III. Extra grammar.

IV. Grammar practice.

V. Irregular verbs list.

VI. Glossary.

Tel. (+34) 914 463 350 Fax
info@paraninfo.es www.paraninfo.es