

ENGLISH FOR PHARMACEUTICAL / MEDICAL PROFESSIONALS

This course is designed to develop the communicative performance of people working in the Pharmaceutical Industry in an international context. This includes anyone involved in the development, production, marketing and distribution of Pharmaceuticals. It is also intended to enable participants to use pharmaceutical and medical terminology with appropriateness in linguistic context and style

COURSE CONTENT

In addition to formal classroom teaching, study activities include roleplay, case studies and simulations, as well as video and audio recorded simulations.

- Drugs, medicines and vaccines
- Medical symptoms, treatments and possible side effects
- The human body / The development, testing & International
- Patenting of new pharmaceuticals
- Alternative and complementary therapies
- Health and Wellness / Nutrition
- Related products; e.g. baby and infant care
- specialist areas such as: dermatology, oncology, surgery, etc.

LANGUAGE ABILITIES

The focus of the course is on practical & effective communication in:

- Meetings and discussions
- Negotiations
- Making presentations
- Dealing with numerical data
- Telephoning / teleconferencing
- Socialising and entertaining
- E-mail, fax, letter and report writing
- Cross-cultural awareness

TOPICAL ISSUES

The course covers the following functional areas:

- Introductions and greetings
- Giving personal information
- Giving instructions, directions and commands
- Offering and requesting
- Expressing opinions: agreeing and disagreeing
- Giving advice, suggestions and recommendations
- Dealing with complaints: explaining and apologising
- Expressing need and obligations
- Discussing schedules, timetables and deadlines
- Making and changing appointments
- Socialising and entertaining, ordering meals and drinks
- Describing past actions and relation of past to present
- Comparing: similarity/difference/advantage/disadvantage
- Discussing future plans: forecasting and hypothesizing

SPECIFIC LEXICAL CONTENT

Subject to needs analysis of the participant's requirements, the course may include vocabulary extension in the following areas:

- Description of pharmaceuticals and how they act

Special emphasis is placed on the relevant vocabulary, register and grammatical structures that are used in this field and the client is given the opportunity to practice using the language that he or she has acquired by means of seminars, group sessions and communicative practice activities.

SOCIAL ABILITIES

Professional hospitality, entertaining visitors and handling social situations are important for many professional people. Areas covered include:

- Meeting and greeting
- Arranging and cancelling appointments/
social engagements
- Small talk

BENEFITS

By the end of the course you will be able to:

- Communicate more fluently and effectively in a range of professional situations
- Use a greater range of professional and work-related vocabulary
- Socialise more confidently to build relationships