



شماره: ۹۹/۷۶۸۵/الف ت

تاریخ: ۱۳۹۹/۷/۱۲

اتاق بازرگانی، صنایع، معادن و کشاورزی تهران

رؤسای محترم تشکلهای اقتصادی استان تهران

با سلام

احتراماً، به پیوست نامه شماره ۱۴/۶۳۲۰/ص مورخ ۹۹/۰۷/۰۷ اتاق بازرگانی، صنایع، معادن و کشاورزی ایران در ارتباط با برگزاری دوره‌های بازرگانی به زبان انگلیسی توسط موسسه آموزشی و پژوهشی اتاق ایران، به همراه ضمایم، جهت استحضار و صدور دستور اطلاع‌رسانی مقتضی به اعضا محترم آن تشکل حضورتان ارسال می‌شود.

غلامرضا ملکی

مدیر تشکلهای و مسئولیت اجتماعی



اتاق بازرگانی، صنایع، معادن و کشاورزی ایران

Iran Chamber of Commerce, Industries, Mines & Agriculture

باسمه تعالی

روسای محترم تشکل های اقتصادی وابسته به اتاق ایران

با سلام

احتراماً، تصویر نامه شماره ۱۱۳۹/د/آرم مورخ ۱۳۹۹/۰۷/۰۲ موسسه آموزشی و پژوهشی اتاق ایران، درخصوص برگزاری دوره های بازرگانی به زبان انگلیسی مطابق با دوره های انگلیسی Oxford Business English؛ جهت استحضار و صدور دستور هرگونه اقدام مقتضی به پیوست ایفاد می گردد.

مظفر علیخانی
معاون استان ها و تشکل ها

بدون مهر برجسته فاقد اعتبار می باشد

تاریخ: ۱۳۹۹/۰۷/۰۲

شماره: ۱۱۳۹/۵/آ ر م

اتوماسیون اداری

بسمه تعالی

جناب آقای مهندس مظفر علیخانی
معاون محترم امور استان ها و شکل های اتاق ایران
با سلام و تحیت؛

احتراما، موسسه آموزشی و پژوهشی اتاق بازرگانی مجموعه‌ای از دوره های بازرگانی به زبان انگلیسی را مطابق با دوره های انگلیسی Oxford Business English و سایر مطالب را مبتنی بر دوره های ارائه شده در دانشگاه های بین المللی طراحی کرده است. این دوره ها برای تجار و کارآفرینانی که مایل به برقراری ارتباط بهتر در سطح استاندارد جهانی بازرگانی هستند تهیه شده است و موضوع هایی از قبیل چگونگی ارائه اطلاعات و مذاکره در جلسات رسمی، مذاکرات بین المللی و بین فرهنگی، اهمیت و طرز نگارش ایمیل، آداب معاشرت قبل و بعد از مذاکرات، چگونگی پاسخگویی به تلفن، صنعت خدمات رسانی به مشتری، مدیریت بازاریابی و تبلیغات، چگونگی برگزاری صحیح جلسات، قراردادهای بین المللی، مدیریت بازرگانی و تدارکات را شامل می شوند.

علاوه بر این، کلاس های بحث و گفتگوی آزاد و روش های طرح و گفتگو در مباحثی از قبیل موضوعات روز جهان، جغرافیای سیاسی جهان و جغرافیای سیاسی نفت و گاز و سایر سوژه های جالب و مهم ارائه می شوند. این کلاس ها برای هر مقام اجرایی سطح بالایی که در هر نوع مذاکره در هر مکان بین المللی شرکت می کند، اهمیت خاصی پیدا کرده است و توسط اساتید مجرب و بین المللی ارائه می گردند.

خواهشمند است دستور فرمایید لیست کامل دوره ها (به پیوست) جهت اطلاع و بهره برداری اتاق ها و شکل ها ارسال گردد. در صورت هرگونه سوال، دفتر آموزش موسسه آماده پاسخگویی می باشند.

حسین میر محمد صادقی
رئیس موسسه آموزشی و پژوهشی

بسم... الرحمن الرحیم



فهرست دوره های تخصصی زبان انگلیسی موسسه آموزشی و پژوهشی

اتاق بازرگانی، صنایع، معادن و کشاورزی ایران

A1- Competent Advertising & Marketing

تبلیغات و بازاریابی

Audience: CEOs, Managing Directors, Marketing Managers, Advertising Professionals, Communication Officers and Public Relations

Course Content: Introduction and facts, corporate identity, and brand, logos, marketing research, marketing strategy, advertising distribution sales and telemarketing. websites. sponsoring and the press. faire and exhibitions

12 hours, 15 students

Pre-requisite: at least an intermediate level in English

A2- Customer Care Industry

صنعت خدمات رسانی به مشتری

Audience: CEOs, Managing Directors, Marketing Managers, Customer Service Professionals, and Public Relations

Course Content: Introduction and facts, body language, CC on the phone, call centers and hotlines, letters and email and dealing with complaints

12 hours, 15 students

Pre-requisite: at least an intermediate level in English

A3- How to Write Emails Professionally

طرز نوشتن ایمیل به شکل حرفه ای

Audience: CEOs, Managing Directors, Marketing Managers, Customer Service Professionals, Communication Officers, Legal Professionals and Public Relations

Course Content: Introduction, format and structure, formal and informal emails, writing and replying to emails, requesting action, exchanging information and making arrangements

12 hours, 15 students

Pre-requisite: at least an intermediate level in English

A4- How to Set-up and Conduct International Meetings Professionally?

چگونه می توان جلسات بین المللی را به شکل حرفه ای تنظیم و برگزار کرد؟

Audience: CEOs, Managing Directors, Marketing Managers, Communication Officers, HR and Public Relations

Course Content: How to arrange, confirm and reschedule meeting; how to make introductions for meeting objectives; how to report progress, ask for comments, deal with interruptions, ask for discussions; how to summarize and conclude; how to follow up

12 hours, 15 students

Pre-requisite: at least an intermediate level in English

A5- International Standards for Human Resources (HR)

استانداردهای بین المللی برای مدیریت منابع انسانی

Audience: CEOs, Managing Directors, Human Resource Managers and Legal Professionals

Course Content: recruitment, Job descriptions, advertisements for Human Resources; the selection process including looking into profiles and conducting interviews; understanding contract obligations; development practices, training courses and appraisals; how to reward including salaries and benefits

12 hours, 15 students

Pre-requisite: at least an intermediate level in English

A6- Professional Presentations:

ارائه مطالب در جلسات به صورت حرفه ای

Audience: CEOs, Managing Directors, Marketing Managers, Communication Officers, Legal Professionals, Admin Assistances and Public Relations

Course Content: how to welcome guests, introduce people present and overcome nervousness; body language and tips on how to speak; presentation tools at your disposal including visual, graphs and charts; to sum up, conclude and handle Q&A sessions

12 hours, 15 students

Pre-requisite: at least an intermediate level in English

A7- Socializing Before and After Negotiations Professionally

ایجاد ارتباط و اعتماد قبل و بعد از یک مذاکره حرفه ای

Audience: CEOs, Managing Directors, Marketing Managers, Communication Officers, Legal Professionals, HR Managers and Public Relations

Course Content: how to make agreeable contact; how to welcome negotiating partners; how to get to know one another; how to tour partners and eat out; how to network in fairs and exhibitions

12 hours, 15 students

Pre-requisite: at least an intermediate level in English

A8- Telephoning

چگونگی پاسخگویی به تلفن

Audience: Admin Assistances and Public Relations

Course Content: Basics on how to identify yourself and act as a gate-keeper; exchange information; how to leave and take messages, making and confirming arrangements; make mobile phone calls; making and handling customers, and to reach agreements

12 hours, 20 students

Pre-requisite: at least an intermediate level in English

A9- International Business Contracts I:

قراردادهای تجاری بین المللی ۱

Audience: Legal, Marketing and Commercial Professionals

Course Content: Basics of contract format including preamble, definitions, duties and obligations, communication and documentation, price, terms of payment, penalties, force majeure, permits, dispute resolution, languages in international law; agencies, distribution, joint venture and partnership contracts; pros and cons in each case

12 hours, 15 students

Pre-requisite: at least an intermediate level in English

A10- International Business Contracts II

قراردادهای تجاری بین المللی ۲

Audience: Legal, Marketing and Commercial Professionals

Course Content: international sale contract; international distribution contract; international commercial contract; international sales representative agreement; international joint venture; international strategic alliance contract; international service contract; international supply contract; international manufacturing contract; international technology transfer agreement; international Franchise contract

12 hours, 15 students

Pre-requisite: at least an intermediate level in English

A11- International law

حقوق بین الملل

Audience: Legal, Marketing and Commercial Professionals

Course Content: Basics of international law, states as subjects in international law; individual and international organizations in international law; jurisdictions; territory; treaties, resolutions; peaceful settlement of dispute

12 hours, 15 students

Pre-requisite: at least an intermediate level in English

Oxford Commercial Correspondence Courses

دوره مکاتبات تجاری آکسفورد

B1- Introduction to Letters, Faxes and Emails

آشنایی با نگارش نامه ها، نمابرها و ایمیل ها به زبان انگلیسی

Audience: everyone who has to write a commercial correspondence

Course Content: Introduction to letter, fax and email writing including advantage and disadvantage of using each format. Layouts including address, date, attention, salutation, body of the letter, closing line, copy, confidentiality and signature,

4 hours, 20 students

Pre-requisite: at least a pre-intermediate level in English

B2- Content and Style in Commercial Correspondence

محتوا و سبک در مکاتبات تجاری

Audience: everyone who has to write a commercial correspondence

Course Content: Finding the right length for a correspondence; what is the right order of writing including the sequence of paragraphs; what style to use; clarity in writing and accuracy, references and enclosures

4 hours, 20 students

Pre-requisite: at least a pre-intermediate level in English

B3- General Commercial Correspondence

ساختار عمومی در مکاتبات تجاری

Course Content: making inquiries, reply and request for quotations, placing orders, payment, complaints and Adjustments. How to make reservations for air travel, appointments making an appointment, confirming, cancelling and follow up); congratulations, sick leave, retiring, condolences and seasonal greetings

Audience: everyone

8 hours, 20 students

Pre-requisite: at least a pre-intermediate level in English and having passed B1 and B2

B4- How to write Job Applications for International Companies

نحوه نگارش رزومه برای شرکت های بین المللی

Course Content: how to apply for a job how to make job advertisements, write letters of application; fill out application forms and CVs; make a cover letter. How to turn down an application of offer a post. How to accept a job offer and confirming acceptance

Audience: everyone

6 hours, 20 students

Pre-requisite: at least a pre-intermediate level in English and having passed B1 and B2

B5- Making Financial Correspondence

نگارش مکاتبات مالی

Course Content: introduction to forms of credit and how to ask for credit, replying to request for credit, including how to negotiate and convince; agree or refuse credit; how to write opening statements, detail and close financial letters

Audience: Finance and Accounting Managers and professionals

6 hours, 15 students

Pre-requisite: at least a pre-intermediate level in English and having passed B1 and B2

B6- Making Banking and International Banking Correspondence

نگارش و مکاتبات بانکی بین المللی

Course Content: introduction to types of banks, accounts and deposits, loans; setting requests for a current account, change of signature, standing order, cancellation of cheques, advice and reply on overdrawn accounts, request for an overdraft or loan, granting a loan. Concepts related to bills of exchange, documentary credits, shipping documents; points to remember in international banking

Audience: Finance and Accounting Managers and professionals

6 hours, 15 students

Pre-requisite: at least a pre-intermediate level in English and having passed B1 and B2

B7- Writing for Agencies and Distributors in Marketing Correspondence

نگارش در حوزه نمایندگی شرکت های بین المللی و نمایندگان پخش

Course Content: introduction to Agents and Agencies including Brokers, Export Managers, Distributors, Commercial and buying agents. How to open, explain and close the letter; how to offer Agency; how to deal with Commissions, settlement of accounts, supports offered, delivery, duration of contracts and disagreements and disputes.

Audience: Marketing Managers and professionals

8 hours, 20 students

Pre-requisite: at least a pre-intermediate level in English and having passed B1 and B2

B8- Writing for Transportation and Shipping in Supply Chain Management and Shipping Correspondence

نگارش در حوزه تدارکات، حمل و نقل، مدیریت و زنجیره تامین

Course Content: request for quotation, reply to quotations, advice on delivery, complaint of damage, reply to complaints in Road, Rail and Air transport. Also types of vessels, shipping organizations, documents liabilities and corresponding letters such as request and reply for freight rates, bill of lading, instructions and confirmations. It will also touch on containers, documentations and correspondence for importing and exporting goods

Audience: Logistics and supply chain managers and professionals

12 hours, 15 students

Pre-requisite: at least a pre-intermediate level in English and having passed B1 and B2

B9- Writing for Insurance Correspondence

مکاتبات بیمه بین الملل

Course Content: introduction to insurance procedures; fire and accident insurance. How to write request for comprehensive insurance; quotations, bonding an employee, claims and replies for fire damage. Introduction on Marine insurance; and making requests, quotations, notifications claims and claim replies as well as claim rejections for marine insurance quotations, certificate of insurance, open covers

Audience: everyone

8 hours, 15 students

Pre-requisite: at least a pre-intermediate level in English and having passed B1 and B2

Specialized Courses and Workshops

دوره ها و کارگاه های تخصصی

C1- International Negotiations & Cross-Cultural Communications

مذاکرات بین الملل و ارتباطات بین فرهنگی

Course Content: Basics of communication and how it relates to culture; CCC and its relation to International Business Management and Marketing

Workshop (8 hours) and Seminar (4 hours)

C2- Corporate Social Responsibility (CSR) and Branding

مسئولیت اجتماعی و برند سازی

Workshop (4 hours) and Seminar (8 hours)

Course Content: Introduction to CSR, its history and why it is important in the present business culture in Iran and around the world

Workshop (8hours) and Seminar (4 hours)

C3- How to make a great Presentation and its various Formats

آشنایی با چگونگی یک ارائه عالی و شکل های مختلف آن

Workshop (8 hours) and Seminar (4 hours)

Course Content: Introduction to various forms of presentation; where to use each presentation and for what purpose

C4- How to make a Great Powerpoint Presentation and its various formats :

چگونگی ارائه مطالب با پاورپوینت و انواع آنها

Workshop (8 hours) and Seminar (4 hours)

Course Content: Introduction to Powerpoint presentations, how to use it and for what purpose

Free discussions for professionals:

بحث و گفتگوی آزاد برای مدیران و کارشناسان حرفه ای

در مورد مسائل ژئوپلیتیک، نفت و گاز، هنر، فیلم، زندگی دزر خارج از کشور و چگونگی حل مشکلات بین فرهنگی

- D1. Debates on Geopolitical issues,
- D2. Debates on Oil and Gas issues,
- D3. Debates on Arts,
- D4. Debates on Movies,
- D5. Debates on Life aboard and cross cultural issues

Audience: Executive, Directors and Professionals

Two to eight students per 2 hour session

20 hours coursed

Fees: varies according to class size

Pre-requisite: at least an intermediate level in English