

## Launch of a brand new online business Portuguese language course

With the cooperation of partners in 6 different countries, after 2 years of intensive work on the LLP financed project [EMPORT](http://www.learningportuguese.eu), we are now presenting our online business Portuguese language course and would like to invite you to join the piloting process. In this newsletter you can find more information about the course and the piloting itself.



[www.learningportuguese.eu](http://www.learningportuguese.eu)

### EMPORT'S target group are:

**Companies' staff** interested in learning Portuguese for better performance in their work.

**Adults** following courses in different types of organisations, willing to improve their language skills for personal or professional improvement.

**University and VET students**, mainly those following courses in business related professional areas.

### Summary:

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The screenshot shows the EMPOR website interface. On the left is a vertical navigation menu with items U1 through U10 and a 'WAREHOUSE' link. The main content area is titled 'Language and Cultural Competences in Portuguese' and features an 'Introduction' section. The introduction text states: 'EMPOR aims to enhance the employability of European citizens and company competitiveness through the acquisition of language and cultural competences in Portuguese, with a particular emphasis on the Brazilian variant.' Below the text is a photo of a woman holding a tablet displaying 'U5 Marketing'. At the bottom of the page are several green icons representing different activities: Dialogue, Inputs, Test Yourself, Game, Share your proposal, Culture, and Our warehouse.

WWW.LEARNINGPORTUGUESE.EU

## What is EMPORT and what has it done?

EMPORT ([www.learningportuguese.eu](http://www.learningportuguese.eu)) is a project financed by the European Commission and focuses on improving the employability of European citizens and enhancing the competitiveness of companies, by means of language and cultural competences acquisition in Portuguese language and Culture (<http://www.learningportuguese.eu/en/aboutcountries>).

After extensive research (see part 3) on available multimedia courses and on the language needs and cultural competences of those doing business with Portuguese speaking countries, the Consortium has developed a multimedia online course which meets the existing demands and realities. The course is available for free.

## Launch of the course - we are happy to invite you to test the course and share your experiences with us!

The course ([www.learningportuguese.eu/](http://www.learningportuguese.eu/)) is built in a **business atmosphere** and is adapted to the particular needs and interests of companies dealing with Portuguese-speaking countries and students attending courses in business related areas. The course is mostly included in the **A1 and A2** level of the Common European framework of Reference for Language.

The structure of the course:

- **Dialogues:** contain real-life situations taken from different business aspects
- **Vocabulary:** This is embedded in the dialogue so that learners can understand and learn vocabulary in a particular context.
- **Inputs:** based on relevant texts or dialogues that are also business related. It complements the dialogue or inputs.
- **Test yourself:** aimed at vocabulary, expressions, grammar structure acquisition and often reflects or is linked to the content presented in the dialogue or inputs.
- **Share your proposal:** based on the idea that the student has to use different sources in order to put into practice what he has studied. In many cases it is intended for the learner to acquire skills he has not explored yet and to share that knowledge with other learners, teachers or professionals.
- **Warehouse:** incorporates some grammatical notes/explanations. Since the grammar section is a complement to the communicative approach we decided to avoid the use of the word "grammar".
- **Game:** aimed at more vocabulary acquisition in a fun way.

## Why our course is the best for your demands?

You can find here the extract of the results of the research done by the partners of the project prior to the development of the course. In order to create a course where users can find the most effective way to learn business Portuguese quickly, we have analysed the currently available online language courses (and defined where we can add any value missing from the market to ours); and the demands of those doing business with Portuguese-speaking partners.

More than 55% of the companies we surveyed demanded the following skills regarding Portuguese as a second business language:

- Presentation and greeting formulations
- Writing emails, letters, simple messages or reports
- Answering the telephone

After analysing more than 100 language courses, it was clear that we needed to produce a course which:

- is based on “real-life” situations or dialogues representing different aspects of the business traveller’s life;
- is interactive and interoperable where users have to openly develop their own materials;
- provides the user with the possibility to cooperate with other users;
- is based on dialogues or inputs that represent typical situations and conversations in the business world in those countries;
- includes cultural content related to the business world and the particular features of the different countries represented in the project;
- is for beginners, since most of the available materials for Business Portuguese are for intermediate and higher levels.

The full report is available on this link:

[http://learningportuguese.eu/archivos/Report\\_company\\_needs\\_Portuguese\\_language\\_skills.pdf](http://learningportuguese.eu/archivos/Report_company_needs_Portuguese_language_skills.pdf)

The Consortium intended to meet these demands during the development of the content of the course. **We invite you to attend [the course](#), and we would appreciate if you [share your opinion with us!](#)**

For further questions, please contact the EMPORT email: [info@learningportuguese.eu](mailto:info@learningportuguese.eu).

## Project Events – Meet us!

### EMPORT’s Final seminar:

**27-28 November 2014, Santiago de Compostela, Spain**

More details will be available soon on the EMPORT [website](#).

#### Other events where EMPORT will participate in the following months:

- [8th EDEN Research Workshop: 27, 28 October 2014, Oxford, UK](#)  
Challenges for research into Open & Distance Learning: Doing Things Better: Doing Better Things ([http://www.eden-online.org/2014\\_oxford.html](http://www.eden-online.org/2014_oxford.html))
- [E-SOLVE – E-Learning Solutions for VET](#)  
4-day summer camp in Balatonalmádi, Hungary 25-28th August, 2014 (<http://esolve.gtk.uni-pannon.hu/>).

## EMPORT CONSORTIUM:

### Promoter



**XUNTA DE GALICIA**  
CONSELLERÍA DE CULTURA, EDUCACIÓN  
E ORDENACIÓN UNIVERSITARIA

**Galician Regional Government**  
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[www.edu.xunta.es](http://www.edu.xunta.es)

### Management Coordinator



**Asesoramiento, Tecnología e Investigación, SL - Spain**  
[www.atinservices.com](http://www.atinservices.com)

### Partners



**European Distance and E-Learning Network - UK**  
[www.eden-online.org](http://www.eden-online.org)



**Universita Degli Studi di Roma "Tor Vergata" - IT**  
<http://web.uniroma2.it/home-en.php>



**Universidade Lusófona de Humanidades e Tecnologias - PT**  
[www.ulusofona.pt](http://www.ulusofona.pt)



**Magensinus, Empresa Promotora de Serviços de Ensino – PT**  
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**European&International Federation of Natural Stone Industries – DE**  
[www.euroroc.net](http://www.euroroc.net)

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