

Stellar Business English Program



Course Information



ステラービジネス英語コース

一番ベーシックな事からハイレベルなビジネス英語まで網羅された、初級、中級、上級の3つのコースをご用意しています。

実際のビジネスシーンを再現したケーススタディを使って学ぶ、実践的な英語レッスンです。



プログラム内容

レッスン形式：プライベートレッスン（マンツーマン）

レッスン頻度：1回 60分 / 月4回

最低契約期間：3ヶ月～

オンラインレッスン：全国何処からでもご受講可能

カフェでの対面レッスン：講師と生徒の合意したカフェにてレッスンを実施

レッスン料金

入会金：10,000円(税込)

月額料金：19,800円(税込)

支払い方法：クレジットカード決済[月々払い]

上記料金に含まれないもの：カフェレッスン時のドリンク料金 及びテキスト料金
講師の交通費、およびドリンク代はレッスン料に含まれています。

無料体験

ご受講はこちらの無料体験応募フォームからお申込み下さい。

https://cafeeikaiwa.jp/Private_Lesson_Counseling.html



ステラービジネステキスト 初級・中級・上級コースの構成

Basic Course(初級) 全12ケース：3か月コース(週1回受講の場合)

特長：英語における基本的なビジネスマナーの修得、就職活動に使える英語が豊富。自己紹介や他己紹介、電話でのアポ取りやクレーム対応を学びます

一般的なBiz儀礼		社内コミュニケーション	
自己紹介と他己紹介	お客様を迎える	英語面接対策	社内の社交的活動

社内コミュニケーション	電話対応		ビジネスメール
年間ビジネススケジュールの作成	アポを取る	メッセージを残す	問い合わせ

ビジネスメール		カスタマーサポート	
ミーティング設定	謝罪	お客様からの苦情の対応	格別のサービス

Intermediate Course(中級) 全12ケース：3か月コース

特長：グローバルビジネスの現状をワークショップ形式で学び、ビジネス分析の手法であるSWOTやBrainstormingを使って、提起された問題の分析結果を英語で発表します。自身で考え、アウトプットする機会が豊富です。

グローバルのビジネス習慣		ビジネスにおけるおもてなし	
グローバルのビジネス習慣と日本との違いの討議	女性管理職の登用促進	社内パーティーでのスピーチ	海外からのお客様を観光案内する

プレゼンテーションの手法	ビジネス会議の進め方		
統計やグラフを用いた発表	目的、ゴール、Agendaの設定	ファシリテーション	議事録の作成

マーケティング手法と成功例			
ビジネスの現状分析 (SWOT Analysis)	販売拡大の成功例と討議 (Brainstorming)	ターゲット市場の選定	マーケット調査

Advanced Course(上級) 全20ケース：5か月コース

上級レベルの生徒様のご要望にお応えして、より実践的なケースをご用意。最も頻繁に行われるビジネス会議だけにとどまらず、ビジネスにおける各種交渉も収録されています。

ビジネス会議			
新商品の国内販売拡大討議	会社の新しいIT促進化に関する討議	新商品の効果的な宣伝方法	海外工場の建設立地について

ビジネス会議			社交
広報活動を通じて、海外市場シェアの拡大について	海外出張の準備	外国の上司への販売状況説明	ビジネスディナーに於いての会話

社交	交渉		
受けた接待やおもてなしに感謝の言葉を伝えて	自社商品の相手先購買担当との交渉	新オフィス賃貸に関する交渉	広告宣伝を依頼した業者との交渉

交渉		プレゼンテーション	
ITシステムの導入交渉	課題に対応するために電話をして問題を解決する	PREP法を使って商品特長をプレゼンテーションする	自社の商品或いは仕事の特長についてのプレゼンテーション

人事関連			
新入社員の導入研修を企画する	外国人の同僚とのスモールトークで交流する	育成と問題点 / 海外人材採用	外国人ボスとの定例アップデートミーティング

次ページ以降は教科書のケースサンプルです。

初級テキスト：ケース名「一般的なBiz儀礼：お客様を迎える」

中級テキスト：ケース名「統計やグラフを用いての発表」

上級テキスト：ケース名「新商品の国内販売拡大討議」

Basic

初級コース：ケースサンプル



STELLAR BUSINESS ENGLISH PROGRAM

DAILY PRACTICAL BUSINESS ENGLISH GUIDE

Stellar Business English Program : Basic Course



Social and Business Customs

Case 2: Welcoming Customers



Instructions

- A. Understand the meaning of the words and expressions.
- B. Your instructor will provide example sentences using each word.
- C. You will then make your own sentences by utilizing the words and expressions.

Words and Expressions



Purchasing representative	: 購買担当者	Likewise	: 同様に、こちらこそ
Figure out	: 理解する、解決する	Right across from	: ~のちょうど真向かいに
Delighted	: 喜んで		
Demonstrate the whole flow	: 全体の流れを実演する		
Assuming	: ~であると仮定して		
In person	: (代理でなく)自分で、本人が		
Express your gratitude	: あなたの感謝の気持ちを表現する		
See off / Send off	: 見送る		
See out	: 玄関まで見送る、終わりまで見(届け)る		
Show you around	: 見せて回る、案内する		
Character	: 役、登場人物、性格		
Different order	: 異なる順序		
Rearrange	: 再配置する、再編成する		
Thanks to popularity	: 人気のおかげで		
Look forward to	: 楽しみにしている		
Finalized	: 完成させる、終了させる		
Build a better relationship	: より良い関係を構築する		



The instructor will choose who reads the following premises and welcoming procedure.

Premises

You will be welcoming foreign guests, showing them around, and seeing them off. And then you will learn from the example and demonstrate the whole flow of welcoming customers.



Welcoming Procedure

Welcoming Guests

- Tell them “Thank you for coming” and show that you’re happy to welcome them.
- If the guests have to wait, let them know how long they will have to wait.

Showing Them Around

- If the guests had to wait, tell them “Thank you for waiting.”
- If you’ve only communicated with them by email or over the phone (For example; customers from overseas), let them know you’re delighted to meet them in person.

Seeing Them Off

- Again, express your gratitude for their visit. It would be good to tell them “I’ll see you out” when you are to see the customers off.
- This situation is called a “send off”. When they’re leaving, tell them “have a safe flight” or “have a good day.”

Now Let's practice welcoming guests! The instructor will choose who reads Work Alone.

1. Work Alone

Each of you will do the following on your own. Read the "Situation" and "Characters", and understand the details.

Situation

H Inc. produces and sells Japanese sake. Thanks to the popularity of Japanese food, sales are growing overseas.

Today, a purchasing representative from an American restaurant chain called K holding is to come to H Inc. Please welcome, show around, and send your guest off.

Characters

H inc. The person in charge: **Kana**

H inc. Kana's boss: **Taku**

K holdings purchasing representative: **Patrick**

Welcome, show around, and show off are all in different orders.
Rearrange them in the correct order.

2. Exercise

Now each of you, please choose the right words from the selection of sentences (A through F) and complete the dialogue by filling 1 through 6.

Welcoming Guests

Kana: 1. _____

Kana: 2. _____

Patrick: Thank you.

Show them around

Kana: 3. _____

Taku: 4. _____

Patrick: Likewise. I'm glad to finally meet you.

Seeing them off

Taku: 5. _____

Taku: 6. _____

Selections of Sentences

A: Thank you again for coming today. I'll see you out, so please follow me.

B: It's a great pleasure to finally meet you in person.

C: Welcome to H inc. We've been looking forward to your visit.

D: I'll see you off here. Please have a safe flight back to San Francisco.

E: Thank you for waiting. Let me take you to the conference room.
Please follow me.

F: I'll let Taku know that you're here. He will be with you shortly. Could you please have a seat and wait for a moment?



3. Pair Work

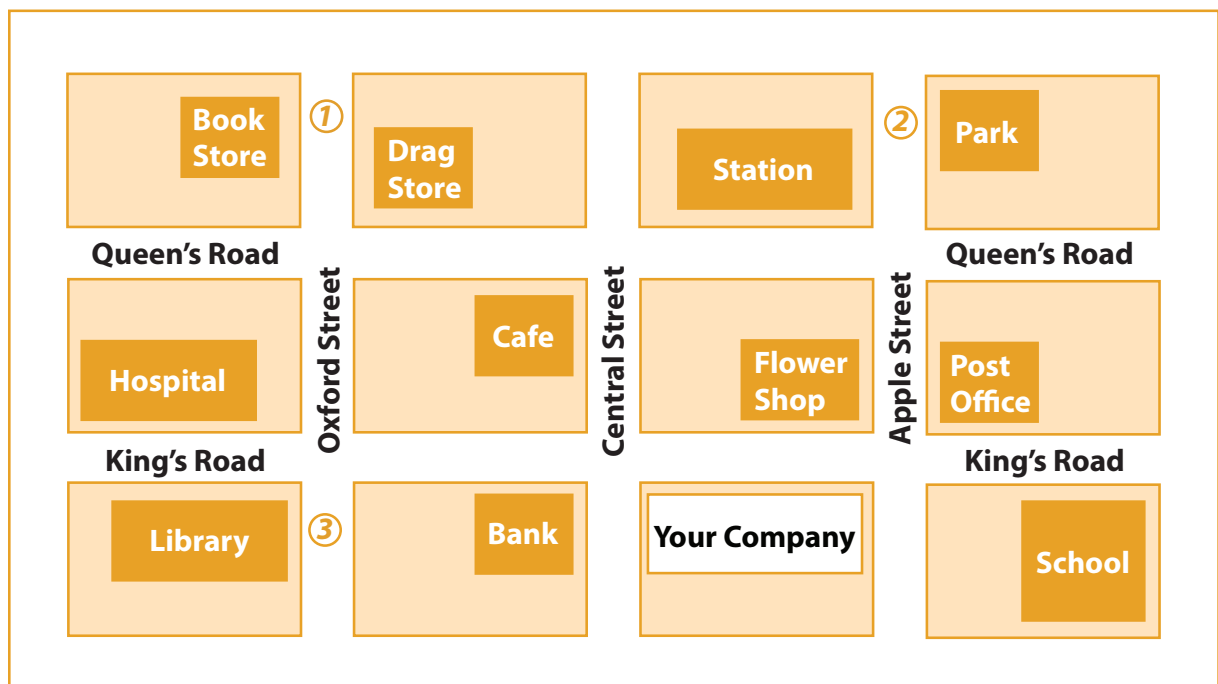
- Get in groups of two.
- Discuss and correct the rearranged sentences.
- Decide with your partner to become either the welcomer or the guest, role play the finalized dialogue.

Explain to your customer the directions to your office

One more exercise!

Once again, the instructor will assign someone to read the workshop process.

- The phone rings, and the guests say they are lost and can't figure out how to get to the office.
- Using the map, guide your guests by asking them which building they can see and which street they are on.



Dialogue

Please get in pairs and role play the following Dialogue. Assuming the guest got lost at location #2.

- Guest:** Sorry I think I'm lost.
- Welcomer:** What can you see from your location? Also tell me the road you're on.
- Guest:** I can see a park on my left, I'm on Apple Street.
- Welcomer:** Ok, Go straight on Apple street with the park on your left. There should be a flower shop on the next block. Can you see it?
- Guest:** Yes, I can see it.
- Welcomer:** Great! Our office is right across the street from that flower shop.
- Guest:** Okay, thank you. I'll be there in five minutes.

Practice

Let's make a paragraph to explain directions to your customer.

Process

- Remain in the same pair.
- One person is the guest and the other person is the welcomer.
- The guest will choose one of the locations marked 1, 2, and 3 on the map.
- The guest will tell the welcomer that you are lost.
- The welcomer will ask questions about what you can see from your location and what street you are on and tell the guests the way to get to the office.
- One person from each group will present their dialogue about giving directions to the instructor.

The instructor will give you feedback on pronunciation, and use of grammar and phrasing.

1. Key Vocabulary Review

Take the following actions prior to the next session.

- A. Understand the meaning of the words and expressions.
- B. Make your own sentences by utilizing the words and expressions.

Purchasing representative	: 購買担当者	Likewise	: 同様に、こちらこそ
Figure out	: 理解する、解決する	Right across from	: ~のちょうど真向かいに
Delighted	: 喜んで		
Demonstrate the whole flow	: 全体の流れを実演する		
Assuming	: ~であると仮定して		
In person	: (代理でなく)自分で、本人が		
Express your gratitude	: あなたの感謝の気持ちを表現する		
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Show you around	: 見せて回る、案内する		
Character	: 役、登場人物、性格		
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Rearrange	: 再配置する、再編成する		
Thanks to popularity	: 人気のおかげで		
Look forward to	: 楽しみにしている		
Finalized	: 完成させる、終了させる		
Build a better relationship	: より良い関係を構築する		

2. Make sure to come prepared for the next case.

How to prepare:

- Understand all the vocabulary
- Check the topic for the case.
- Understand the case.

一般的なビジネス儀礼

Case 2 : お客様を迎える

Premises

外国人のお客様をお迎えし、ご案内、そして最後にお見送りをする。
来客対応の一連の流れができるように例から学び実践していただきます。

Welcoming Procedure

<お迎えする>

- ・「ようこそお越しくださいました」と伝え、お客様を歓迎する姿勢を伝えましょう。
- ・お客様をお待たせする場合は、どれくらいお待ちいただくかを伝えるようにしましょう。

<ご案内する>

- ・お客様にお待ちいただいた際には、お待たせいたしましたと言を添える。
- ・海外のお客様など、電話やメールでのやりとりのみで会うことができなかった方の場合、直接会えたことについて喜んでいることを伝えましょう。

<お見送りする>

- ・最後に改めて訪問のお礼を伝えると良いでしょう。「お出口までご案内します」は I'll see you out と表現します。
- ・最後に見送る状況では send off という表現が使われます。別れ際には、have a safe flight や have a good day などの言葉を添えると良いでしょう。

Practice

<状況>

日本酒を製造、販売するH社は海外での日本食ブームにより、海外での販売を伸ばしています。今日はアメリカのレストランチェーンK社の購買担当者が視察のためH社に来社します。
お客様のお迎えとご案内をし、最後にお見送りをしてください。

<登場人物>

H社 担当者:Kana

H社 担当部長(Kanaの上司):Taku

K社 購買担当者:Patrick

お迎え、ご案内、お見送りの各状況で使われるセンテンスがバラバラになっていますので、正しい順番に並び替えてください。

正解: 1. C / 2.E / 3.F / 4.B / 5.A / 6.D

Practice

Workshop (Explain to your customer the directions to your office)

- ・ お客様から電話がかかってきて、オフィスの場所が分からないと問い合わせがありました。
- ・ 地図を参考に、お客様の場所から何の施設が見えるか、どのストリートに居るかを確認して、オフィスへの行き方を案内してください。

Intermediate

中級コース：ケースサンプル



STELLAR BUSINESS ENGLISH PROGRAM

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Stellar Business English Program : Intermediate Course



A Method of Presentation

Case 1: Describing Tables and Charts



Instructions

- A. Understand the meaning of the words and expressions.
- B. Your instructor will provide example sentences using each word.
- C. You will then make your own sentences by utilizing the words and expressions.

Words and Expressions



Table	: 表	Drastically	: 徹底的に、思い切って
Line graph	: 折れ線グラフ	Dramatically	: 劇的に
Vertical bar chart	: (縦)棒グラフ	Sharply	: 鋭く、急に
Horizontal bar chart	: 水平棒グラフ	Rapidly	: 素早く、敏速に
Vertical axis, Y-axis	: 縦軸	Steadily	: 着実に
Horizontal axis, X-axis	: 横軸	Gradually	: 徐々に
Pie chart	: 円グラフ	Constantly	: 絶えず、しょっちゅう
Doughnut chart	: ドーナツ状の円グラフ	Flattened	: 平坦になる
Solid line	: 実線	Pick up	: 上昇する、拾い上げる
Dotted line	: 点線	Year after year	: 年々の
Bold line	: 太線	Of note	: 記録するに値いする
Thin line	: 細線	Annum	: 年
Growth rate	: 成長率		
Sluggish	: 不調、低迷		
Year to year	: 年度毎の		
Slow down	: 減速する		
Thereafter	: それ以来		



The instructor will choose who reads the following premises.

Premises

You will learn how to explain tables and charts which are used frequently in presentations. You will also learn the vocabulary and phrases used for explaining various kinds of charts and tables and present to class.

Example - How to Explain Tables and Charts

The instructor will show an example of how to explain a table below.

After that you will have a turn to explain the table.

A. Explaining a Table

S Corp Sales Growth Rate (% per annum)

Country	2017	2018	2019
Japan	1.5	1.7	1.9
China	3.1	3.3	3.0
Australia	1.5	2.5	3.3

- **Introduce key points of the table**

This table shows year to year S Corp sales growth rate by country.

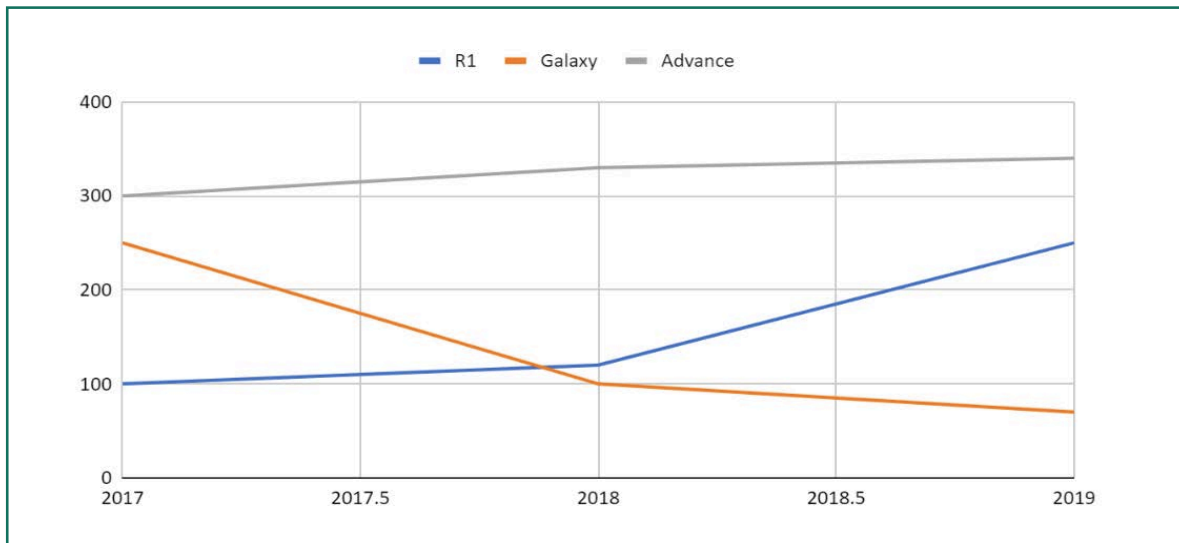
- **Things to be focused and explained in detail.**

- 1) First thing to mention is that Japan has had a steady increase in growth rate for the last three years.
- 2) While the growth in China has stayed around 3% year after year.
- 3) Also of note is that the growth rate in Australia has increased to 3.3% in 2019.

B. Explaining a Chart

*The instructor will show an example of how to explain a chart below.
After that you will have a turn to explain the chart.*

Year to Year Products Sales



- **Introduce key points of the chart**

This chart indicates the sales trend of products by year.

- **Things to be focused and explained in detail.**

1. The vertical axis is sales amount and the horizontal axis is year.
2. R1 sales have started to increase since 2018.
3. Advance has the largest sales volume yet growth rate has slowed down since 2018.
4. Galaxy made a steep decline in 2018 and remains sluggish thereafter.

Your turn

In the same group each person will explain the S Corp Sales Growth and Year to Year Product sales chart in turns.

Please explain the charts on your own.

1. Each person will choose a chart from below.
2. Fill in the template about your selected chart.
3. Please explain the chart you chose to all participants. You can skim through the template while presenting.

Template

Introduce key points of the chart.

Things to be focused and explained in detail.

1.

2.

3.

4.

Chart 1

The penetration rate for use of mobile phone

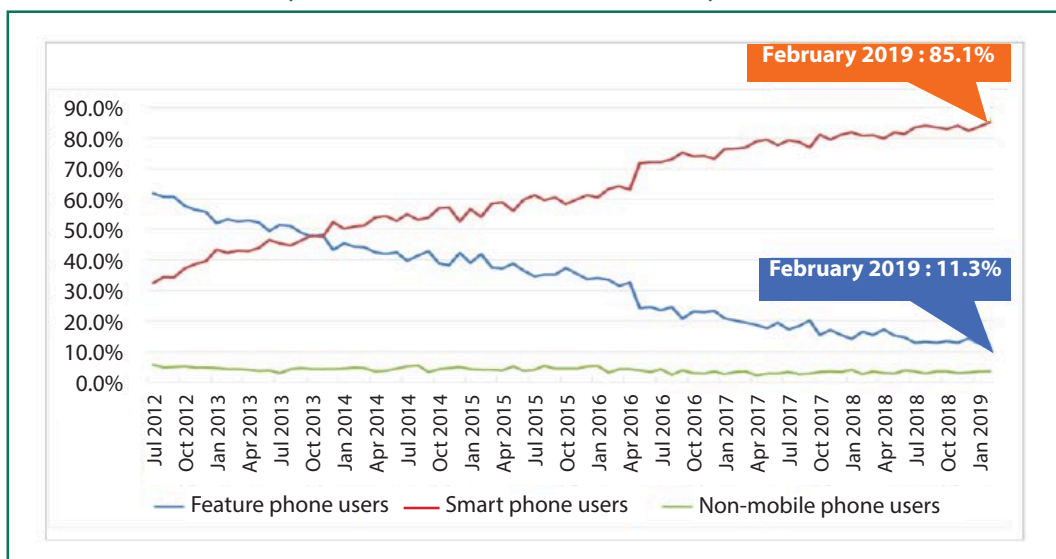


Chart 2

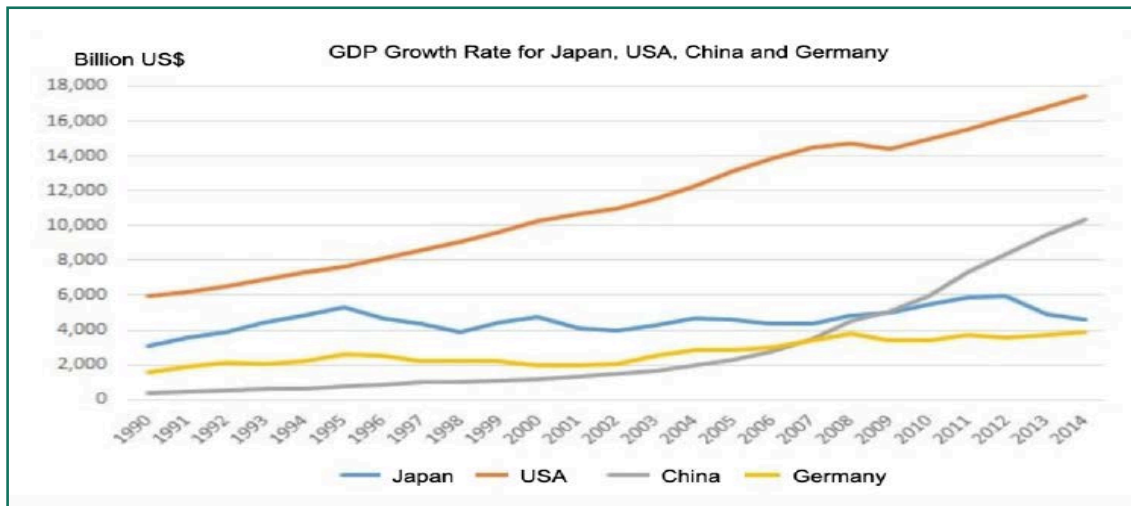
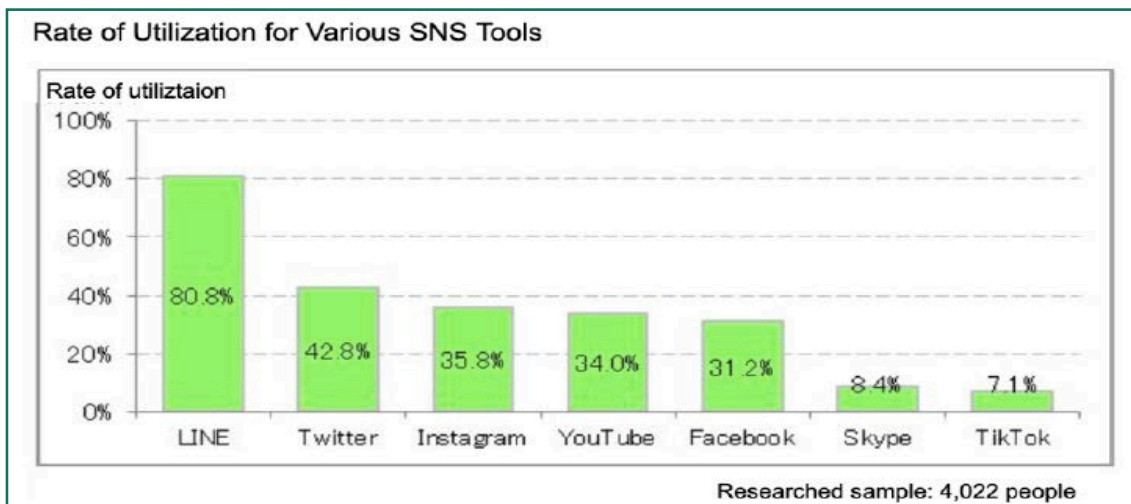


Chart 3



The instructor will give you feedback on pronunciation, and use of grammar and phrasing.

1. Key Vocabulary Review

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Pie chart	: 円グラフ	Constantly	: 絶えず、しょっちゅう
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Thereafter	: それ以来		

2. Make sure to come prepared for the next case.

How to prepare:

- Understand all the vocabulary
- Check the topic for the case.
- Understand the case.

プレゼンテーションの手法

Case 1 :表やグラフを用いての発表

Premises

プレゼンテーションでよく使う表とグラフの説明を英語で行います。

様々なグラフの説明方法と使われる単語や表現を学び、実際に発表をします。

Example - How to Explain Tables and Charts

A. 表の説明

- ・ 表題を説明する:
この表は、S社の年度ごと及び国ごとの販売の上昇率を示しています。
- ・ 主要な説明すべき点:
 - 1)まず、日本では過去3年間、成長率を着実に増加させているということです。
 - 2)一方、中国での成長は年々約3%にとどまっています。
 - 3)また、オーストラリアでの成長率が2019年に3.3%に増加したことも注目に値します。

B. グラフの説明

- ・ 表題を説明する:
このグラフは、年ごとの製品の販売傾向を示しています。
- ・ 主要な説明すべき点:
 - 1)縦軸は売上高、横軸は年です。
 - 2)R1の売上は2018年以降増加し始めています。
 - 3)Advanceが最大の販売量ですが、成長率は2018年以降減速しています。
 - 4)Galaxyは2018年に急激な減少を示し、その後も低迷しています。

Advanced

上級コース：ケースサンプル



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DAILY PRACTICAL BUSINESS ENGLISH GUIDE

Stellar Business English Program



Business Meeting **Expanding the Domestic Sales of a New Product**



Instructions

- A. Understand the meaning of the words and expressions.
- B. Your instructor will provide some example sentences using each word.
- C. You will then make your own sentences by utilizing the words and expressions.

Words and Expressions



expanding the domestic sales of a new product :
新商品の国内販売拡大

you will be presented with : 貴方に提示されます。

sales tactics : 販売手法/戦術

creativity : 創造力

electric vehicle : 電気自動車

the specifics and competitive differentiation :
特長と競合との差別化

The time it takes to charge : 充電に掛かる時間

charging stations : 充電場所

R&D department : 研究開発部

characteristics : 特徴

sure thing : 勿論です

target share : 目標占有率

by leveraging talking points : 話のポイントを利用して

trade in : 下取り

obstacle of sales : 販売の障害

renting out : 貸出し

equivalent : 同等の

refrain from : ...をやめる

countermeasure : 対策



Premises

R Corp. is debating on how to expand the domestic sales of their new electric car the "R1". You will be presented with 2 sales tactics as conclusions. Please debate/brainstorm ideas and come up with 2 solutions. (This is a case study. Please discuss creativity using your opinions).

Market Information Regarding the R1 Electric Vehicle.

- 1. The specifics and competitive differentiation:**
 - A)** While fully charged, the R1 can travel 10% further than the other competitors.
 - B)** The time it takes to charge is 5% less than its competitors.
 - C)** The look is sporty, but is also has a family-friendly SUV style.
- 2. Target Segment: Age range from 20s-40s and families.**
- 3. Price: 10% less than it's competitors.**
- 4. The target market share in equivalent with electric vehicles is 10-15%.**

Main Goals

- A)** Advertising the key differences between the R1 model and the competitors model is successful. Sales towards families increase and the R1's market share reaches 10%.
- B)** Because charging stations are not widely available yet, the company will promote plug-in EVs so that customers are able to charge their vehicle at home.

Process

Get in groups of 3 and role play a meeting. Choose the role of either Tom, Steve, or Dean within the group.

Role Play:



Tom - Chairperson
Steve - R&D
Dean - Marketing

Tom : Let's begin the meeting. Today we will discuss how to increase domestic sales of the new electric car R1. First, can we get an explanation on the specific features the R1 has to offer from the R&D department?

Steve : Sure thing. I'll explain the specifics of the R1 and the differences between its competitors. The R1 has the following characteristics: First, a fully charged R1 can travel up to 10% further than its competitors. Second, the time it takes to charge is 5% less than our competitors. Finally, the look is sporty and modern, but also has a family-friendly SUV style.

Dean : Our target customers are within the age range of 20s to 40s. It is a sporty SUV, but there is a lot of room for luggage which makes it perfect for families. For the price, we are planning to sell the model at 10% less than our competitors. For target market shares, we are aiming at 10 -15%.

Tom : With the introduction of the R1, do we have a new vehicle campaign? What kind of advertisement are we going to go for? One more thing, because electric cars are still on the rise, many areas do not provide charging stations. What can we do to address this customer issue? I think we need to keep the charging station concern in mind throughout the rest of the discussion.

Process

- Practice within your group for 15 minutes by leveraging talking points prepared for respective role.
- Run the final group discussion receiving coaching and guidance from instructor. (15 minutes)

Issues for Discussion

- A)** Can the R1's features attract new customers? (10% more cruising distance, 5 % faster charging system, sporty/SUV features).
- B)** Can we eliminate the customer's concerns? (Lack of charging stations).

Talking Points

Tom (Chairperson)

1. Can I first ask you about any issues that may arise that might prevent the increase of sales? (Ask Dean)
2. Steve, can you please address the countermeasures in order to deal with any future issues we might face? (Ask Steve)
3. What do you suggest we do in order to present a successful sales campaign? (Ask Dean)
4. Are there any other features that you think we should advertise? (Ask Dean)

Dean (Marketing)

1. Yes Tom, there are a couple of problems. One is the lack of charging stations and the other is that people are hesitating to buy, because they are expecting the prices to go down. (Tom's Q1)
2. We should consider the trade-ins of gasoline cars that are at a relatively higher price, and renting out vehicles for test driving. (Tom's Q3)
3. We will be presenting other merits of electric cars.
 - They are smoother and quieter than the average vehicle.
 - They are better for the environment and you can refrain from the use of fossil fuel. (Tom's Q4)

Steve (R&D)

1. Right Tom, let me address the charging battery issue. (Tom's Q2)
There are two possible solutions that we can think of at this point in time.
 - Advise the customer to install a charging station at home. (Plug-in EVs)
 - Equip a navigation system in the car that shows the exact location of charging stations on the map.

Notes

Instructor's Comments:

How to Improve:

1.

Recapping Key Vocabulary

Ask the following actions prior to the next session.

- A. Understand the meaning of the words and expressions.
- B. Make your own sentences by utilizing the words and expressions.

expanding the domestic sales of a new product :
新商品の国内販売拡大

you will be presented with : 貴方に提示されます。

sales tactics : 販売手法/戦術

creativity : 創造力

electric vehicle : 電気自動車

the specifics and competitive differentiation :
特長と競合との差別化

The time it takes to charge : 充電に掛かる時間

charging stations : 充電場所

R&D department : 研究開発部

characteristics : 特徴

sure thing : 勿論です

target share : 目標占有率

by leveraging talking points :
話のポイントを利用して

trade in : 下取り

obstacle of sales : 販売の障害

renting out : 貸出し

equivalent : 同等の

refrain from : ...をやめる

countermeasure : 対策

2.

Preparation

Make sure to come prepared for the next case study including dialogue, free discussion exercise and talking points.

How to prepare:

- ☒ Understand all the vocabulary
- ☒ Review the topic of the case study.
- ☒ Practice reading the vocabulary dialogue out loud.
- ☒ Understand the case study.
- ☒ Understand the talking points.