Professional Master's Degree

English for Business

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Professional Master's Degree
English for Business

- Modality: **online**
- Duration: **12 months**
- Certificate: **TECH Technological University**
- Dedication: **16h/week**
- Schedule: **at your own pace**
- Exams: **online**

Website: **www.techtitute.com/pk/school-of-languages/professional-master-degree/master-english-business**

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01

Introduction

The labor market is highly competitive. Most job offers include among their requirements a higher level of English, but when you have no previous studies in this Language or the bases are not good, it is practically impossible to access these positions. Therefore, this TECH program aims to provide students with the necessary communication skills to successfully overcome all types of job interviews and, more importantly, to be fluent in English in a professional environment. A learning process that will open the doors to the international job market.

Thanks to this program, you will be able to understand and use everyday expressions in a work environment, both orally and in writing"

Nowadays, knowing English is one of the most valued characteristics by employers, who have understood the importance of moving in globalized environments. Speaking English is no longer only necessary for those who wish to work in the tourism sector or in international companies; it is now essential for practically any job. For this reason, many people are looking to learn the language in a simple but, above all, effective way.

Thinking about the current need of many professionals, who are looking for a job and see their opportunities diminished by the lack of knowledge of English, or even those who, even having a secure position, see how to achieve a promotion or a job improvement is almost impossible for the same reason. TECH has decided to create this Professional Master's Degree in Business English. Thanks to this program, the student will enter fully into the study of English in the workplace, to acquire a broad but simple vocabulary that will allow them to successfully pass interviews in that Language, to participate and intervene in meetings and conferences in English in which simple language adapted to the day to day of the position is used, or even acquire knowledge of Legal English, thanks to which they will be able to know the regulations adapted to their work.

Unlike most of the English programs that can be found online, one of the main advantages of this Professional Master's Degree is that it will be taught by a team of native teachers, with virtual lessons and top-quality teaching materials. In this way, students will be able to acquire knowledge and develop their communication skills, preparing themselves for a working world without communication barriers, being able to express themselves in an assertive, direct and clear way, with a standard and varied approach and Language.

Specifically, this program starts from an A2 level of English of the Common European Framework of Reference for Languages (CEFR), but, at the end of the academic year and after successfully passing all assessments, the student will have acquired the appropriate knowledge and skills of a B1/B1+ level. Undoubtedly, a unique opportunity to develop the communicative competences in English, necessary to manage in a professional environment. And, all this, with a Professional Master's Degree 100% online, that the student can study, comfortably, from anywhere in the World.

This **Professional Master's Degree in English for Business**, has the most complete and up-to-date Education program. Its most notable features are:

- Practical case studies presented by English teachers
- The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis on innovative methodologies for teaching languages
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device , with an Internet connection

If your job requires you to learn to express yourself and speak more fluently in English, don't think twice. This is the program for you"

This program perfectly combines the best didactic resources of the moment, so that you can acquire those communicative competences in English that will lead you to professional success"

Learn from a team of native teachers, and develop the Language skills necessary to speak English with fluency.

Learn English easily, from home, completely online.

It includes, in its teaching staff, native English teachers, who pour into this program the experience of their work, in addition to recognized specialists from reference societies and prestigious Universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will deliver an immersive learning experience, programmed to train in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

02

Objectives

This TECH program has been developed by a team of University Professors and native teachers, with the main objective of developing the competencies and skills that professionals need to be able to engage in conversations in English in the work environment. A program that will allow students to acquire greater fluency when making presentations or conferences in that Language, as well as to attend meetings in which a simple Language adapted to everyday work situations is used.

Learning languages opens the doors to a more demanding labor market. Study at TECH, and improve your English level in just one year"

General Objectives

- Solve basic and simple communicative tasks, in order to fulfill their functions, both in a work environment and in everyday situations
- Interact and express themselves in situations independently and appropriately, having a standard register in oral and written communication
- Define the most relevant social aspects of everyday life situations, and recognize the most common forms of social relationships
- Use the necessary linguistic resources to get by in communication situations, in the work communication situations in the work environment
- Develop resources and tools that enable them to assess and improve their own learning and use of the language
- Be able to understand the main points of clear, standard-language texts on familiar matters, whether in work, study or leisure situations
- Know how to cope in most of the situations that may arise in the workplace, where English is used as the lingua franca
- Be able to produce simple and coherent texts on topics that they are familiar with in the work or in which they have a personal interest
- Be able to describe work experiences, events, wishes and aspirations, as well as briefly justify their opinions or explain their work plans

Specific Objectives

Module 1. Introducing Yourself and Your Skills

- Be able to speak fluently about personal and professional traits
- Fluently Describe Your Skills and Your Weaknesses
- Understand vocabulary related to skills useful for a job position
- Use simple formal expressions, in conversations with strangers in the work environment

Module 2. Job Interviews, Educational Background and Work Experience

- Be able to speak generally about professional and academic background, using explanations in past, present and future tenses
- To be able to handle a job interview and to know the typical basic and common vocabulary related to your educational background, the job, and your work experience
- Be able to react appropriately to common and routine questions that may be asked
- Use some discursive resources that allow you not to block when you forget something

Module 3. Legal English

- Be able to understand Legal and Business Law-related vocabulary and its context
- Understand the difference between key concepts
- Communicate information in a general way about International Law, without going into specific topics
- Understand different common Legal Textual Typologies
- Know how to fill in simple documents, such as licenses, and authorizations, even using other resources, such as dictionaries

Module 4. Job description and work environment

- Be able to understand and express yourself in a multicultural work environment, as long as a standard register is used
- Understand and know how to use certain appropriate formal expressions, in contact with people from different cultural
- General description of simple tasks associated with a new position
- Use some modal verbs and expressions of modality
- Be able to use a limited vocabulary related to personal and job-related characteristics of co-workers

Module 5. Writing Techniques in Formal Language

- Be able to produce various types of useful formal texts in a work context
- Recognize and use structures specific to different types of texts
- Adapting written discourse to simple formal contexts
- Be able to initiate, develop and conclude a written contact with a client
- Knowing how to use a thematic vocabulary to convey clear ideas in a formal style
- Know how to use common expressions to answer complaints and claims

Module 6. Formality and forms of expression in person, on the phone and online

- Be able to interact formally in various work contexts, both in direct contact and by telephone or social networks
- Be able to adapt to changes in the linguistic register
- Have some basic linguistic resources that will allow you to react and manage complaints efficiently
- Use a series of basic connectors that allow you to establish coherent relationships between ideas
- Show a good control of some idiomatic structures, according to the communicative context

Module 7. Business Presentation Techniques

- Business Presentation Techniques
- Be able to analyze and describe general visual information and present results and summaries orally
- Recognize and adapt to non-verbal communication cues from listeners in the work environment
- Be able to prepare simple presentations on topics related to their field of work
- Use resources to overcome vocabulary difficulties, to describe and analyze graphs and tables

Module 8. Business English

- Be able to talk about more abstract concepts related to the world of work, and express your opinion in a simple and understandable way
- Show a good command of the lexicon related to their field of work, fluently making use of simple structures
- Recognize and distinguish conceptual differences and express them clearly
- Develop the confidence to deal with people and issues related to the business world
- Understand common business expressions

Module 9. Networking, Social Networks, and intercultural communication

- Recognize how cultural differences can affect communication between people of different nationalities
- Understand the importance of building a strong corporate culture, especially in multicultural environments
- Use some discursive resources to overcome possible communication barriers
- Know how to use digital tools in a foreign Language, to enhance the development, and success of the of the company
- Easily recognize and understand linguistic differences between speakers of different nationalities, without hindering communication
- Be able to talk about difficulties and solutions to common problems at work, using simple expressions

Module 10. Incident Resolution and Interdepartmental Communication

- Produce simple oral texts taking into account differences in register
- Understand and use simple vocabulary related to departments and positions in a company
- Respond to incidents and administrative formalities, following the rules of typical textual genres of the business environment
- Relate appropriately with the client, using simple expressions that respect the rules of politeness
- Use a series of simple connectors and other elements that ensure the coherence of the discourse
- Use vocabulary and descriptive expressions of the business structure

03

Skills

The completion of this Professional Master's Degree will allow students to develop basic communication skills in English, which will enable them to be more competitive in their profession. In this way, students will be able to understand and fill out simple documents, as well as participate in meetings dealing with everyday work issues. Undoubtedly, it was the opportunity they were waiting for to break down that Language hándicap and reach higher levels of professionalism.

Eliminate communication barriers at work by improving your English"

General Skills

- Manage a lexical repertoire and expressions related to the most common situations and functions in the work environment
- Express clearly what he/she wants to say in work and personal interactions
- Have sufficient linguistic elements to make clear descriptions, express points of view, and develop arguments in the business context, using simple and common structures
- Achieve control of linguistic resources, with the possible systematic errors typical of the level
- Understand sentences and frequently used expressions related to areas of experience that are particularly relevant to them (basic information about themselves, occupations, job, job responsibilities, etc.)
- Know how to communicate when carrying out simple, everyday tasks, requiring only simple and direct exchanges of information, on matters that are familiar or usual in their work
- Describe in simple terms aspects of their past and their environment, as well as questions related to their immediate needs at work
- Become familiar with the most relevant socio-cultural aspects of everyday life situations, as well as with those related to their own field, which will result in the adaptation of their behavior to these situations, and in the understanding or adequate use of the lexicon and functional exponents
- Recognize and use the most usual forms of social relations and treatment, within a standard and formal register
- Express themselves with clarity and courtesy, in a formal or informal register, appropriate to the situation and the person or persons involved, in the contexts identified in the curriculum
- Understand behaviors and values other than one's own that underlie the most obvious, everyday socio-cultural aspects of life
- Follow, albeit with some effort, the rhythm of debates, oral presentations, business meetings, and intervene in them, even if you need to corroborate information
- Interact with native speakers without unintentionally amusing or annoying them
- express yourself appropriately in a variety of situations, as defined in the curriculum, and avoid major formulation errors

At the end of this program, you will be able to participate in meetings and conferences in English, contributing your own ideas"

Specific Skills

- Identify and grasp the communicative intent, main ideas and overall meaning of oral messages on the topics of the curriculum, delivered in situations in situations of direct communication in a work and interpersonal context, when the discourse is clear and standard with possible repetitions or clarifications
- Capture the overall meaning or confirm predictable details in messages dealing with topics of personal or professional interest delivered in good acoustic conditions, at a slow speed, with clarity and with possible repetitions as long as they are within their field of specialization
- To make comprehensible, appropriate, and coherent interventions, related to the immediate communication needs foreseen in the curriculum
- Use a basic linguistic repertoire, with good grammatical and lexical control, with pauses, rephrasing, gestures, and use of graphic support in oral presentations
- Participate, react, and cooperate independently and appropriately in conversations related to the most common communication situations in the curriculum
- Produce clear oral texts on a variety of topics detailed in the curriculum, and know how to deal with most of the situations that arise in the workplace where English is spoken
- Participate spontaneously in a conversation that deals with everyday topics of personal of personal interest, or that are relevant to everyday work life
- Interact with native speakers with a sufficient degree of fluency and naturalness to make oneself understood, sometimes using periphrases or circumlocutions
- Know how to link sentences in a simple way, in order to describe experiences and facts, dreams, hopes, and professional ambitions
- Explain and briefly justify opinions and work projects
- Narrate a story or event at work, summarize a meeting, and be able to describe reactions
- Write simple and well linked texts on topics related to personal and work interests
- Write mails, letters, forms, analyses, or reports conveying information or proposing reasons that support or refute a particular point of view and describing experiences and impressions
- Write different textual genres, which highlight the importance given to certain facts and experiences
- Read and understand articles and reports related to problems described in the curriculum in which specific positions or points of view are taken
- Understand the main ideas and overall meaning of different types of texts on the topics of the curriculum, written in situations of direct communication, in work, and interpersonal contexts
- Understand texts written in a language of habitual and daily use, related to work
- Understand the description of events, feelings, and professional and work-related desires in mails, and other types of texts

04

Structure and Content

The structure of this Professional Master's Degree in English for Business of TECH, has been designed thinking about the academic needs of many people who, because of their profession, have to move in international work environments, but do not have a basic training in this Language that allows them to do it with fluency. Thus, the syllabus covers the main aspects that the student must know and know how to use.

A program of great interest for those who wish to consolidate the basics of English and use this Language in the workplace"

Module 1. Introducing Yourself and Your Skills

1.1. General Personal Introduction
1.2. Personal Strengths
1.3. Weaknesses and Area for Improvement
1.4. Free Time and Hobbies
1.5. Likes and Dislikes
1.6. Personal Routines
1.7. Work Routines
1.8. Useful Skills for the Position
1.9. Introduction to Describing Future Projects
1.10. Formality When Starting a Conversation

Module 2. Job Interviews, Educational Background and Work Experience

2.1. Your Resume in English and Cover Letter Preparation
2.2. Secondary and Higher Education
2.3. Interview Formality
2.4. General Conversation with the Interviewer
2.5. Introduction to Job Descriptions
2.6. Tasks and Vocabulary Related to the Position
2.7. Job-Related Skills
2.8. Academic and Work Preferences
2.9. Speaking Simply About Work Experiences
2.10. Speaking Simply About Personal Experiences

Module 3. Legal English

3.1. General information about hiring and the Human Resources department
3.2. General information on Corporate Law
3.3. Simple legal terminology in the sale of goods and services
3.4. Simple Intellectual Property terminology
3.5. Generalities about competition
3.6. Introduction to Transnational Commercial Laws
3.7. General information on agreements, standards, and lawsuits
3.8. Non-Compliance with Regulations and Laws. Fines
3.9. General Corporate Terminology
3.10. Simple application for licenses and authorizations

Module 4. Job description and work environment

4.1. Starting in a New Job: Cross-Cultural Onboarding
4.2. Formal Greetings and Farewells
4.3. Simple Tasks in a New Position
4.4. Probation Period and Training
4.5. Simple Descriptions of Job Duties and Obligations
4.6. Physical Description of the Workstation
4.7. How to Paraphrase Simple Ideas?
4.8. Introduction to the Work Environment and Social-Environmental Factors
4.9. General Notions on Collaboration and Teamwork
4.10. Error Management and Frustration Tolerance

Module 5. Writing Techniques in Formal Language

5.1. Simple Formal Mails
5.2. Generalities on request for quotations
5.3. Drafting Simple Quotations
5.4. Make, Change and cancel Appointments by Mail or by Phone
5.5. Drafting Simple Descriptions of a Product or Service
5.6. Sending Product or Service Information
5.7. Written Delivery or Return Paperwork
5.8. Simple Drafting of Letters of Complaint and Formal Complaints
5.9. Responses to Formal Complaints
5.10. General information on the preparation of reports

Module 6. Formality and forms of expression in person, on the phone and online

6.1. Differences in Register in a Simple Direct Interaction
6.2. Differences in Register in a Telephone Interaction
6.3. Simple Telephone Vocabulary
6.4. Phrasal Verbs on the Telephone
6.5. Differences in Register in a Simple Online Interaction
6.6. Vocabulary in a Simple Online Interaction
6.7. Phrasal verbs online
6.8. Answering Straightforward Complaints in a Direct Interaction
6.9. Answering Straightforward Complaints in a Telephone Interaction
6.10. Answering Straightforward Complaints in an Online Interaction

Module 7. Business Presentation Techniques

7.1. Resources for simple business presentations
7.2. Phrasal Verbs for simple business presentations
7.3. Simple vocabulary in business presentations
7.4. Numbers in business presentations
7.5. Analysis and description of simple graphics
7.6. Analysis and description of simple reports
7.7. Analysis and description of simple goods and services
7.8. The empresarial commitment
7.9. Simple communication strategies with the public
7.10. Introduction to non-verbal communication

Module 8. Business English

8.1. General Notions on Work Methods
8.2. Manufacturing and Types of Services
8.3. Overview of Business Success
8.4. General Information on Motivation and Business Values
8.5. The Importance of Job Satisfaction
8.6. General Information on Corporate Culture on Social Networks
8.7. Production, Distribution and Marketing
8.8. Crowdfunding
8.9. Boss vs. Leader
8.10. Leadership in the 21st Century

Module 9. Networking, Social Networks, and intercultural communication

9.1. Companionship and Out-of-Hours Contact
9.2. Working in Multicultural Teams
9.3. General Information on Communicative Differences according to Linguistic Regions
9.4. Corporate Advertising Campaigns in Social Networks
9.5. Analysis of Simple Business Posts on Social Networking Sites
9.6. Intercultural Language Barriers
9.7. Using Social Networking Sites to Promote Goods and Services
9.8. A Good Work Atmosphere
9.9. Simple Problems in the Work Environment
9.10. General and Simple Business Rules in Relation to Interpersonal Aspects

Module 10. Incident Resolution and Interdepartmental Communication

10.1. General information about the departments and positions in a company
10.2. Simple responsibilities and duties of departments and positions
10.3. Hierarchies in the Workplace
10.4. Types of incidents and simple complaints
10.5. Facing and resolving simple incidents and complaints
10.6. Unilateral communication in the business environment
10.7. Bilateral communication in the Business Environment
10.8. Voluntary Resignations and Vacation Requests
10.9. Medical and Maternity/Paternity Leave
10.10. Warning and Dismissal Procedures

05

Methodology

This training program offers a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH Education School we use the Case Method

In a given situation, what should a professional do? Throughout the program students will be presented with multiple simulated cases based on real situations, where they will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method.

With TECH, educators can experience a learning methodology that is shaking the foundations of traditional universities around the world.

It is a technique that develops critical skills and prepares educators to make decisions, defend their arguments, and contrast opinions.

Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method"

The effectiveness of the method is justified by four fundamental achievements:

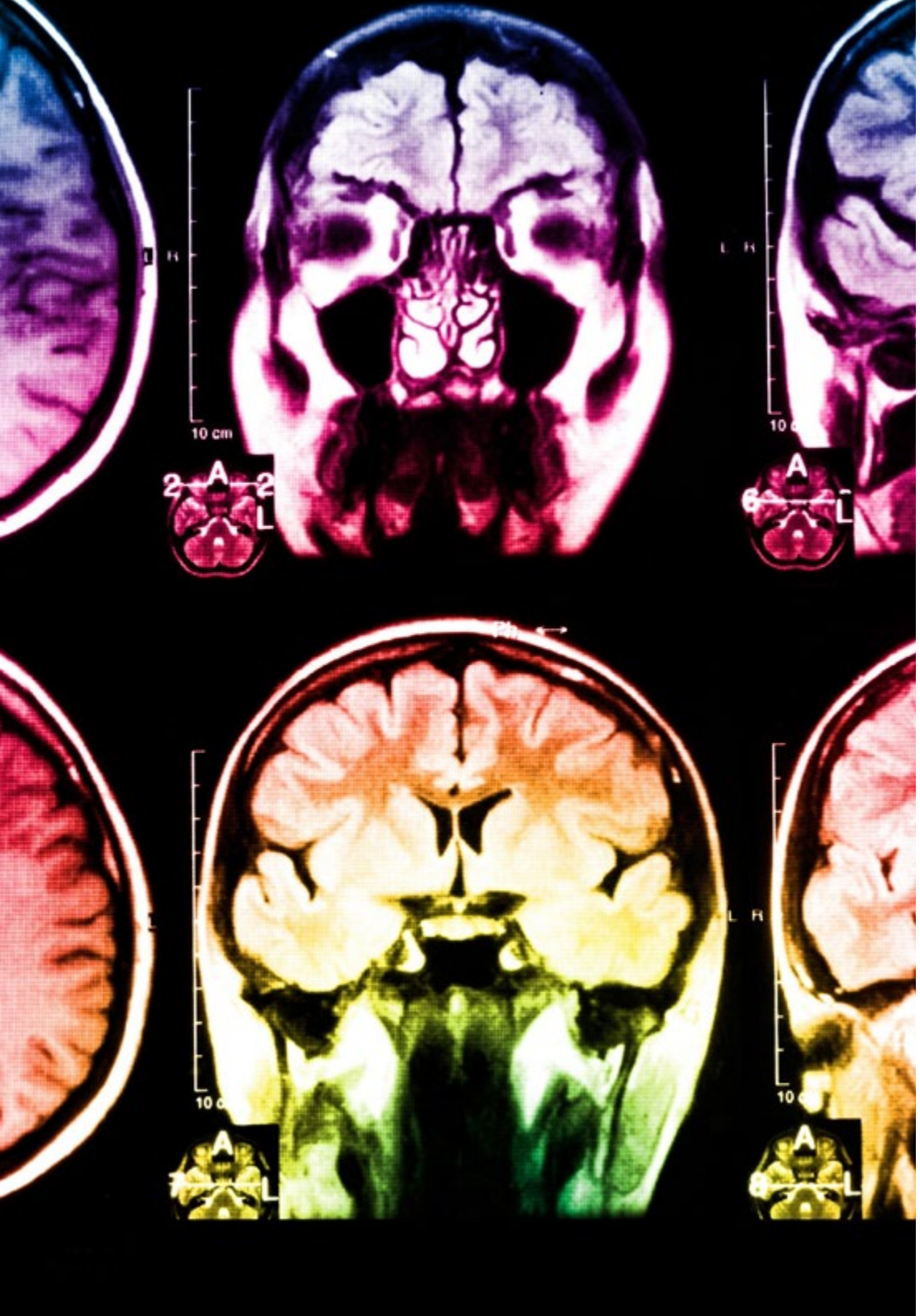
1. Educators who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process is solidly focused on practical skills that allow educators to better integrate the knowledge into daily practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life teaching.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine case studies with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.

Educators will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 85,000 educators with unprecedented success in all specialties. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by our learning system is 8.01, according to the highest international standards.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialist educators who teach the course, specifically for the course, so that the teaching content is really specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, with the latest educational advances, and to the forefront of Education. All this, first-hand, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, you can watch them as many times as you want.

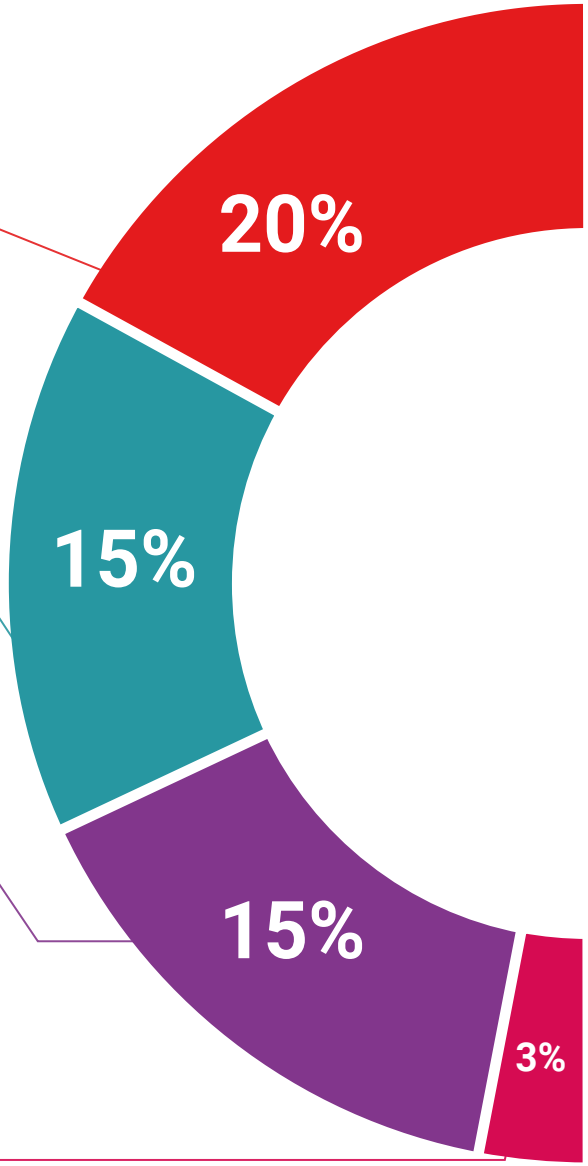
Interactive Summaries

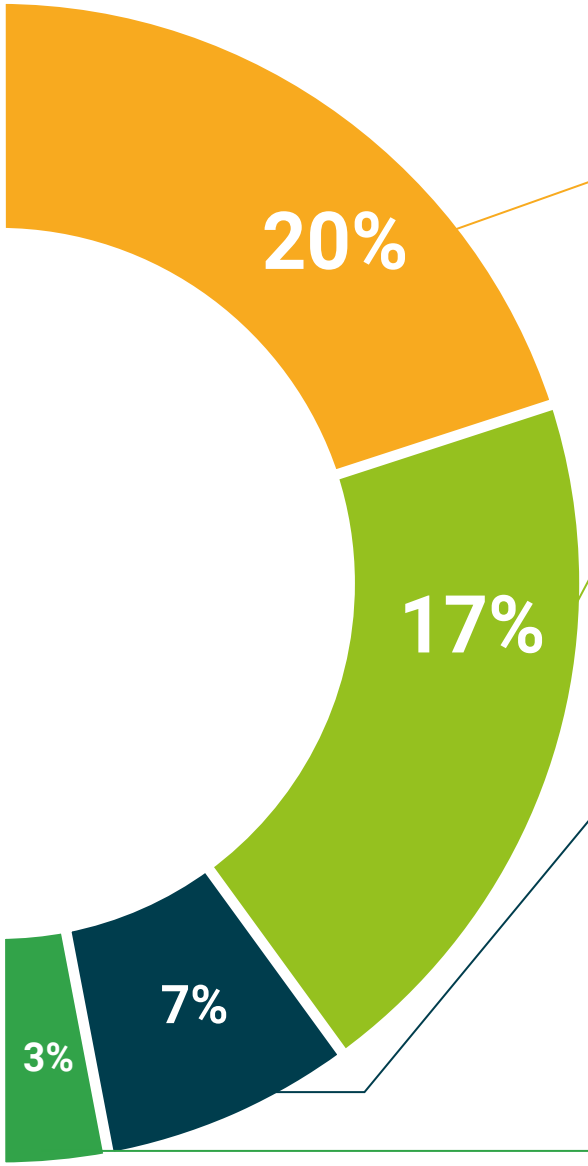
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises: so that they can see how they are achieving your goals.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.

06

Certificate

The Professional Master's Degree in English for Business guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Professional Master's Degree in English for Business** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Professional Master's Degree in English for Business**
Official Nº of Hours: **1,500 h.**

tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.
For having successfully passed and accredited the following program

PROFESSIONAL MASTER'S DEGREE
in

English for Business

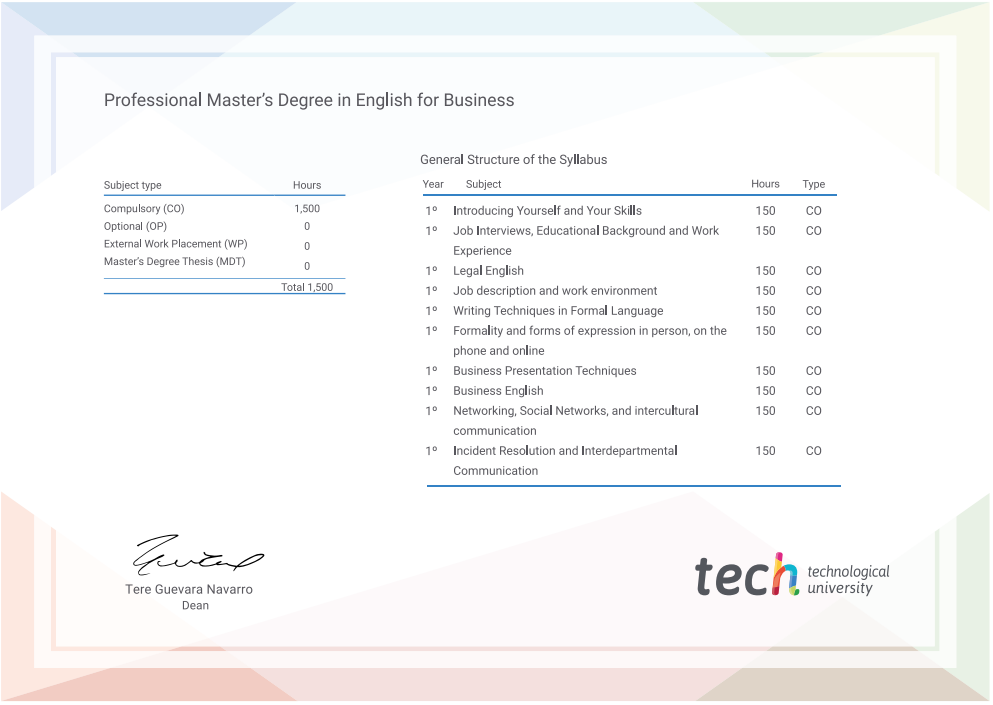
This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country. Unique TECH Code: AFWORD23S techtitute.com/certificates



Professional Master's Degree in English for Business

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
	Total 1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Introducing Yourself and Your Skills	150	CO
1º	Job Interviews, Educational Background and Work Experience	150	CO
1º	Legal English	150	CO
1º	Job description and work environment	150	CO
1º	Writing Techniques in Formal Language	150	CO
1º	Formality and forms of expression in person, on the phone and online	150	CO
1º	Business Presentation Techniques	150	CO
1º	Business English	150	CO
1º	Networking, Social Networks, and intercultural communication	150	CO
1º	Incident Resolution and Interdepartmental Communication	150	CO

Tere Guevara Navarro
Dean

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*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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