

# Business English

This course is intended for students with a good intermediate level of English who would like to acquire a working knowledge of English as used in the business world. It is hoped that students will have a business qualification from their home country; however, previous knowledge of business is not essential.

## Course Details

The Business English classes are held on two afternoons a week, a total of 6 hours per week; minimum enrolment is for 1 month. Students are expected to do at least 2 hours a week of independent study – especially for those students with no actual work experience. It is strongly recommended that they do case studies and research in their spare time. Some students may combine this course with the Legal English course, which is held on two other afternoons a week.

## Topic Areas

- Corporate strategy & image
- Marketing & maintaining customer loyalty
- Finance, creative accounting and fraud
- Dealing with bad debts, credit control, etc.
- What makes an entrepreneur successful
- Leadership and getting your staff to perform
- Recruitment, HR management, anti-discrimination policies
- Appraisal of staff, project management, keeping on track and on schedule
- Remuneration: bonuses, golden handshakes, golden parachutes, etc.
- Threats to the conventional company and how it will need to evolve
- Takeover bids and mergers

## Course Description

During the course, students will develop their skills in business communication in the medium of English. This will include: writing reports and proposals; describing graphs and tables; business correspondence in the form of letters and e-mails; reading authentic articles from business and finance journals; watching business news on video; simulated negotiations; phone conversations and meetings, etc.

The course uses materials that provide exposure to business-related concepts and contemporary developments. Students will also be encouraged to read publications such as *The Economist*, *the Financial Times*, business sections of local newspapers, to access websites with relevant content and to watch and discuss television programmes like *The Apprentice* and *Dragons' Den*.

The course includes activities that cover the 4 main skills (reading, writing, listening, and speaking) plus vocabulary building and regular progress tests with homework assignments and a mock test once per term in exam conditions.

### Course Pre-requisites

**Vantage level:** CEFR level B2 IELTS band score 5.0 – 6.0  
**Higher level:** CEFR level C1 (or above) IELTS band score 6.5 – 7.0

Students are initially given a placement test to ensure that they will be able to understand the level of English used on the course.

### Course Outcomes

The overall aims of the course are:

- to enhance the students' ability to operate in English in an international business environment
- to allow candidates to show employers and/or academic institutions their ability to communicate in English with clients and colleagues
- to give students the opportunity to acquire, practice and enhance relevant skills through the medium of English in realistic scenarios.
- to develop subject-specific vocabulary
- to develop writing skills and awareness of style, format and register
- to enable students to enter for the Vantage or Higher level examination as a result of their study.

<b>Length:</b>	4 weeks – 35 weeks
<b>Hours:</b>	6 hours per week
<b>Levels:</b>	Vantage and Higher levels are available, subject to student demand
<b>Time:</b>	Monday & Wednesday, 14:00 – 17:00
<b>Fees:</b>	For up to date prices, see our website: <a href="http://www.excel-college.com/fees.php">www.excel-college.com/fees.php</a>

Students taking this course may like to consider sitting for the University of Cambridge Business English Certificate (BEC). The BEC is an internationally recognised qualification accepted by many universities and also recognised by many employers. We recommend at least 3 months continuous study before attempting the BEC test.



[www.cambridgeesol.org/exams/professional-english/bec.html](http://www.cambridgeesol.org/exams/professional-english/bec.html)

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