



BUSINESS ENGLISH COURSE
“Stepping up to the Business World”
(Revised Version- May 2019)

1. Overview

A course designed to improve students' language competence and widen their knowledge of formal language in a work context and business settings and scenarios. This is best for students who want to study in a foreign university, go on working holiday, apply to and work in international company or enterprise or even run their own business.

2. Learning Objective

It is with great expectation that at the end of the course, the students will be able to:

- Apply and perform business tasks effectively in English at a professional level
- Interact properly with professionals across different business cultures
- Speak and write naturally with high confidence in one's skills.

3. Class Type

- 4 (1:1/ Business English Class)
- 2 (1:4/ Cooperative Business English Class)
- 1 (1:8/with native speaker)
- 1 (Big Group/ Business English Class)
- 1 (Special Class)

Group Levels:

Business English – Basic (CEFR: A2)

For pre-intermediate students who want to learn **basic English** for the workplace and gives basic understanding of the workplace language (formal) and environment for foreign studies, working holiday, application to and working in international company and running their own business.

Business English- Intermediate (CEFR: B1)

For students who want to learn **intermediate English** for the workplace and provides further application of skills and language needed for a career in an international business or workplace environment, or to advance their present career and run their own business.

Business English- Advanced (CEFR: B1+)

For students who want to learn **advanced English** to communicate effectively at managerial and professional level and express themselves with high level of fluency required for a career in an international business or workplace environment, or to advance their present career and run their own business.

5. Course Highlights

Fast Progress in Workplace communication skills

All classes are centered on developing students' communication skills to ensure high proficiency in the skills learned in a short span of time.



Business English Trained Instructors

Business-related training and seminar are given regularly to keep efficiency and competency of the teachers in the course.

Relevant and Useful Activities

To practice their skills in fun and memorable ways inside and outside the classroom, students are provided valuable activities such as job interviews, giving presentations, formal speeches, making commercials, simulation exercises or role plays on different business situations and etc.

Personalized and Flexible Classes upon individual needs

Flexible 1:1 and group classes are designed to directly meet the students personal and specific skills required in real-life work or business scenarios as well as help develop fluency and accuracy- pronunciation, grammar, vocabulary and idioms.

Improvement in Business Outlook

Exposure on business scenarios with the use of English as lingua franca enhances confidence; broadens horizon and opportunities.

Recognition Certificate/s

Certificates of completion are awarded to students at the end of the course. These include Business English Certificate and the Official School Certificate. Students also receive professional and useful feedback from our native teachers to improve their general communication skills.

Additional Skills Learned

Leadership

Creativity

Critical Thinking

Presentation Skills

Negotiation skills

Social Skills

6. Course Requirement 1

Students must bring their own laptops once enrolled for researches and projects purposes like presentation. They should bring formal attire for presentations and other public engagements too.



7. Course Requirement 2

Name of Course	Duration	Enrollment Schedule	CPILS Placement Test	Official IELTS Test Score
Business English-Basic A2	4 weeks	Every 2 weeks	2H- 3L	3.5- 4.0
Business English-Intermediate B1	4 weeks	Every 2 weeks	3M- 4M	4.0-4.5
Business English-Advanced B1	4 weeks	Every 2 weeks	4H-up	5.0-6.5

8.1 Basic- Class Curriculum

	Class Type	Class	Book	Description
1	1:1Basic	Socializing	English for Socializing	<p>FOCUS: conversational skills in business context</p> <ul style="list-style-type: none"> Develop students' social skills for Successful business relationships.
2	1:1Basic	Presentation	English for Presentations	<p>FOCUS: Verbal Fluency, Formal business Presentation</p> <ul style="list-style-type: none"> Learn appropriate language required in giving formal business presentations
3	1:1 Elective	Pronunciation	Speech and Dictation 2	<p>FOCUS: Clarity and Accuracy of English Sounds</p> <ul style="list-style-type: none"> This is to expose students to the various sounds in English which may or may not exist in their mother tongue
		Employment (Resume & Interview)	CV's, Resumes, and LinkedIn: A Guide to Professional English	<p>FOCUS: Resume and Interview</p> <ul style="list-style-type: none"> Practice interview tips and learn how to speak and write clearly and cohesively
		Correspondence	Writing for Real World 2	<p>FOCUS: Formal letter, email, memo</p> <ul style="list-style-type: none"> This is geared to achieve accuracy in writing different correspondences such as formal Letter, Memo, Fax, Resume, Forceful Emails etc.



		Industry Vocabulary	Vary depending on needs	<p>FOCUS: Words for Specific Industry</p> <ul style="list-style-type: none"> This is to master special lexical resources needed in professional situations
4	1:1 Elective	Pronunciation	Speech and Dictation 2	<p>FOCUS: Clarity and Accuracy of English Sounds</p> <ul style="list-style-type: none"> This is to expose students to the various sounds in English which may or may not exist in their mother tongue
		Employment (Resume & Interview)	CV's, Resumes, and LinkedIn: A Guide to Professional English -	<p>FOCUS: Resume and Interview</p> <ul style="list-style-type: none"> Practice interview tips and learn how to speak and write clearly and cohesively
		Correspondence	Writing for Real World 2-	<p>FOCUS: Formal letter, email, memo</p> <ul style="list-style-type: none"> This is geared to achieve accuracy in writing different correspondences such as formal Letter, Memo, Fax, Resume, Forceful Emails etc.
		Industry Vocabulary	Vary depending on needs -	<p>FOCUS: Words for Specific Industry</p> <ul style="list-style-type: none"> This is to master special lexical resources needed in professional situations
5	1:4	Workplace Vocabulary	Business Vocabulary In Use	<p>FOCUS: vocabulary, syllable stress</p> <ul style="list-style-type: none"> Learn and practice business-related words with speaking and writing exercises.
6	1:4	Business Grammar	Collins Business Grammar and Practice	<p>FOCUS: Mastery and Practice of types of English used in professional situations, accuracy</p> <ul style="list-style-type: none"> Emphasis on learning various sentence structures appropriate for professional settings
7	1:8	Business Conversation	In-company 3.0 Pre-intermediate	<p>FOCUS: Useful Expressions, Listening, Speaking, Reading, Writing</p> <ul style="list-style-type: none"> Master various language used in business situations and on daily basis.
8	BG	General Listening	Module C	<p>FOCUS: Listening for Comprehension and Dictation</p> <ul style="list-style-type: none"> Improve active listening skills through various listening exercises



9	Special Class	CNN/Flipboard		FOCUS: Expose students to different English accents used in current business news media and application.
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8.2 Intermediate- Class Curriculum

	Class Type	Class	Book	Description
1	1:1Basic	Research and Reporting	Handouts	FOCUS: Research/Reporting Skills, Speaking and Writing Fluency, Reading <ul style="list-style-type: none"> • Improve skills in analyzing information and in delivering orally or in writing
2	1:1Basic	Presentation	English for Presentations	FOCUS: Verbal Fluency, Presentation Skills <ul style="list-style-type: none"> • Learn appropriate language required in giving formal business presentations.
3	1:1 Elective	Telecommunication	English for Telephoning	FOCUS: Speaking and Useful phone expressions <ul style="list-style-type: none"> • Application of proper telephone courtesy and expressions
		Socializing	English for Socializing	FOCUS: Formal and Appropriate Expressions for different business scenarios <ul style="list-style-type: none"> • Develop students' social skills for Successful business relationships
		Business E-mail and Memos	Business English: The Writing Skills you Need for Today's Workplace	FOCUS: writing accuracy, formal writing format <ul style="list-style-type: none"> • This is geared to master writing Memos, and Forceful Emails.
		Industry Vocabulary	Vary depending on needs	FOCUS: Special Vocabulary, Practical Application <ul style="list-style-type: none"> • This is to master special lexical resources needed in professional situations.
		Business Vocabulary	Business Vocabulary in Use	FOCUS: business vocabulary, practical application <ul style="list-style-type: none"> • Develop the language needed for important business communication skills



4	1:1 Elective	Telecommunication	English for Telephoning	<p>FOCUS: Speaking and Useful phone expressions</p> <ul style="list-style-type: none"> • Application of proper telephone courtesy and expressions
		Socializing	English for Socializing -	<p>FOCUS: Formal and Appropriate Expressions for different business scenarios</p> <ul style="list-style-type: none"> • Develop students' social skills for Successful business relationships
		Business E-mail and Memos	Business English: The Writing Skills you Need for Today's Workplace	<p>FOCUS: writing accuracy, formal writing format</p> <ul style="list-style-type: none"> • This is geared to master writing Memos, and Forceful Emails
		Industry Vocabulary	Vary depending on needs	<p>FOCUS: Special Vocabulary, Practical Application</p> <ul style="list-style-type: none"> • This is to master special lexical resources needed in professional situations.
		Business Vocabulary	Business Vocabulary in Use	<p>FOCUS: business vocabulary, practical Application</p> <ul style="list-style-type: none"> • Develop the language needed for important business communication skills
5	1:4	Meetings and Negotiation	Successful Meetings	<p>FOCUS: practice useful phrases/vocabulary, listening, reading, speaking</p> <ul style="list-style-type: none"> • Master appropriate language used for successful negotiations
6	1:4	Business Cultures	Market Leader (Working Across Cultures)	<p>FOCUS: Reading Comprehension, Vocabulary</p> <ul style="list-style-type: none"> • Gain useful information about other business cultures
7	1:8	Business Discussion and Debate	Market Leader Intermediate	<p>FOCUS: Improve oral fluency and critical thinking skills through active and intensive class interactions</p>
8	BG	Business Grammar and Pronunciation	Grammar for Business and Pronunciation in Use	<p>FOCUS: Sentence Structure Accuracy, Phonology</p> <ul style="list-style-type: none"> • Emphasis on learning various sentence structures and different sounds of English.



9	Special Class	CNN/ Flipboard		FOCUS: Expose students to different English accents used in current business news media and application.
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8.3 Advanced- Class Curriculum

	Class Type	Class	Book	Description
1	1:1Basic	Speech	Speak Like Yourself (No, Really!) Follow Your Strengths to Great Public Speaking	FOCUS: Writing Fluency, Formal Expressions <ul style="list-style-type: none"> • Train students in making proper speeches relevant to their field
2	1:1Basic	Telecommunication	English for Telephoning	FOCUS: Speaking and Useful phone expressions <ul style="list-style-type: none"> • Application of proper telephone courtesy and expressions
3	1:1 Elective	Negotiation and Dealing	International Negotiations	FOCUS: This class aims to provide all the language needed to handle the typical scenarios encountered on the way to successful negotiations.
		Business E-mails and Commercials	E-mail and Commercial Correspondence	FOCUS: Writing Emails and letters as part of work <ul style="list-style-type: none"> • This is to improve students writing and give them chance to receive their desired response to their emails.
		Industry Vocabulary		FOCUS: Special Vocabulary, Practical Application <ul style="list-style-type: none"> • This is to master special lexical resources needed in professional situations.
4	1:1 Elective	Negotiation and Dealing	International Negotiations	FOCUS: This class aims to provide all the language needed to handle the typical scenarios encountered on the way to successful negotiations.
		Business E-mails and Commercials	E-mail and Commercial Correspondence	FOCUS: Writing Emails and letters as part of work <ul style="list-style-type: none"> • This is to improve students writing and give them chance to receive their desired response to their emails.



		Industry Vocabulary		<p>FOCUS: Special Vocabulary, Practical Application</p> <ul style="list-style-type: none"> This is to master special lexical resources needed in professional situations.
5	1:4	Speech/ Public Speaking	How to Give a Speech Easy-to-learn skills for successful speeches, pitches, lectures and mire	<p>FOCUS: Oral Delivery (Diction, Confidence, Using Voice Effectively)</p> <ul style="list-style-type: none"> Learn and improve proper ways of delivering speeches
6	1:4	Product/Service Advertising	English for Marketing and Advertising	<p>FOCUS: Speaking and listening</p> <ul style="list-style-type: none"> Improve communication skills in promoting products, services or ideas.
7	1:8	Business Discussion and Debate	Market Leader	<p>FOCUS: Improve oral fluency and critical thinking skills through active group interactions</p>
8	BG	Business Articles/ News	Breaking News English	<p>FOCUS: Reading, Listening, Speaking, Writing and Vocabulary</p> <ul style="list-style-type: none"> Emphasis on the four skills in building up awareness on current business issues and learn vocabulary and structures commonly used in news
9	Special Class	CNN/ Flipboard		<p>FOCUS: Expose students to different English accents used in current business news media and application.</p>

ELECTIVE- English for Specific Industry:

	Specific Industry	Book
1	Marketing	Market Leader Marketing
2	Sales and Purchasing	English for Sales and Purchasing
3	Tourism	Career Paths: Tourism
4	Banking and Finance	Check your English Vocabulary for Banking and Finance
5	Business and Administration	Check your English Vocabulary for Business and Administration
6	Human Resource	Check your English Vocabulary for Human Resource
7	Management	Professional English in Use (Management)