



LTS training and consulting

## ***Teaching International Business English***

**1-11 September 2009**

**30 November-11 December 2009**

### **Description**

*Teaching International Business English* is a train the trainer course designed for native and non-native speakers of English who currently teach or intend to teach English to business and professional people or to students at business schools and faculties of management, and who wish to develop and expand their skills to design and deliver business English courses. Participants should have a minimum of two years' EFL teaching experience and preferably hold an EFL teaching qualification, such as a CELTA or DELTA, or a local equivalent.

### **Objectives**

By the end of the course, participants will:

- be aware of the principle characteristics of business English training
- be able to carry out task-based needs analysis and performance assessment
- be familiar with the principles of syllabus and course design
- know the different functional components of a typical business English course
- be familiar with a variety of methodologies for teaching these components
- be aware of the intercultural dimension in international business communication
- be able to select and develop training materials from published and authentic sources

All participants who complete the course successfully will receive the **LTS Certificate in Teaching International Business English**. LTS is currently seeking validation of the course by English UK. Participants will then have the option of presenting themselves as candidates for the English UK / Trinity College London *Certificate in International Business English Training* (Cert IBET) for which they will need to submit a post course assignment of 3000-4000 words. An extra registration fee of GBP 120 will be payable by Cert IBET candidates.

### **Location**

The courses will take place at the LTS training centre in Bath, UK. We can also run similar or tailored versions of this course on an in-house basis worldwide. Contact us for details.

### **Price per participant (including VAT @ 15 per cent)**

**GBP 1175 or Euros 1350 (9 day course in September 2009)**

**GBP 1300 or Euros 1495 (10 day course in December 2009)**

This price includes all course materials but not accommodation. This can be arranged in guest houses, hotels or with British host families from GBP 40/Euros 50 per night.

**Note:** Trainers involved in adult education in most European countries can apply for Grundtvig in-service training grants under the EU Lifelong Learning Programme.

The course reference number is: UK-2009-966-003. Contact us for details how to apply or see: [http://ec.europa.eu/education/grundtvig/doc874\\_en.htm](http://ec.europa.eu/education/grundtvig/doc874_en.htm)

### **Facilitators - Sara Helm, Rebecca Utteridge, Adrian Pilbeam**

All have long experience as senior training consultants with LTS in Bath, and are authors of a range of published business English training materials, including *International Management* (Pearson Education), *Market Leader Subscription Web Site* (Pearson Education), *Big City* (OUP), *Best Practice* (Heinle Cengage), *One Stop English* (Macmillan).

# Course Outline

## Day 1

Introduction and objectives  
What is business English? Business settings and contexts  
Motivation, needs, characteristics and expectations of business learners  
Business communication skills - socialising

## Day 2

Concepts and language in a business context  
Key business concepts, trends and terminology  
Strategies for extending business knowledge  
Teaching business vocabulary  
Published and authentic materials for teaching business English  
Using learners as a resource and web-based resources

## Day 3

Analysing learners' training needs  
Developing learner profiles  
Use of performance scales – the CEFR  
Understanding company/organisation needs  
Cross-cultural aspects of communication  
Integrating cross-cultural topics into business English courses

## Day 4

Syllabus design  
Setting learning goals  
Delivery modes  
Business communication skills - meetings

## Day 5

Methodology and approach  
Teaching different group sizes  
Taking account of different learning styles  
Learner autonomy and learning to learn skills  
Business communication skills - presentations

## Day 6

Technology and virtual learning environments  
Sources and exploitation of electronic media – DVD, video, audio/video downloads, podcasts  
Business communication skills – telephoning, teleconferencing and video conferencing

## Day 7

Course planning and design  
Course planning tasks  
Business communication skills - negotiations

## Day 8

Writing your own training materials  
Review of pre-course assignment  
Business communication skills – letters / emails / memos

## Day 9

Evaluation and assessment - types of assessment  
Giving feedback to learners and training managers  
Public Business English examinations  
Business communication skills - report writing / statistical data

## Day 10

Key learning and action points, course review and feedback  
Discussion of post- course assignment (optional)  
**Note:** On the 9 day course, these sessions will be on day 9

### LTS training and consulting

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