



English for Business

Course Ref: EB

Entry Level:

Minimum Level CEFR B1+ except by special arrangement.

Language of tuition: English

Course Duration

According to each client's requirements.

Minimum age for entry 18

30 lessons (22.5 hours) per week

Maximum class size:

Morning General English 14*
Afternoon EB 6

*General English maximum class size is 14. However, where classrooms permit and are suitably equipped, lit, heated and ventilated, we reserve the right to use these rooms to their maximum capacity. No classes will exceed 18 students

Course information & enrolment:

Shadows-Switzerland Sàrl

Séjours - linguistiques
Chemin du Noiret 7
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This course is of significant benefit to:

- Business people / executives.
- Marketing / sales staff.
- Business administrators.
- Those preparing to study or work in the area of Business or Management.
- Professionals needing their language skills to study relevant literature or publications in English or anyone who needs to work on international business projects/exchange programmes/committees.

Aims of the Full Course

Four start dates per year for full courses, flexible dates for short courses.

Those choosing shorter stays will follow that part of the full programme delivered during the weeks chosen.

Please ask for details of any optional external examinations/certificates.

To enable clients to communicate effectively in a range of business situations and have the linguistic resources needed to follow a business degree course.

To give clients the skills necessary for them to perform effectively in English in a business context.

Clients are encouraged to apply any business knowledge and experience that they might have as they work through the course material.

Course books will be supplemented with material taken from other sources.

Preparation

- Needs Analysis and educative background profile.
- Online resources for pre-course, arrival and cultural information.
- Online language level assessment.

Practical Arrangements

- Course tutor.
- Pedagogic learning materials.
- Setting of learning objectives.
- Ongoing assessment and evaluation including feedback on progress.
- Guidance and advice on homework exercises.
- Accommodation service and pastoral care: 24hr emergency contact.
- Optional additional language workshop every day.
- City orientation tour and welcome activity.
- Access to school study and media centre.

Follow up provided

- A Certificate of Attendance and Achievement.
- End of course test and programme evaluation.
- Post-course forum.

General English

The 4 skills of reading, writing speaking and listening are all developed systematically through activities (individually, in pairs or in a group), games, roleplays and more. This approach integrates both receptive and productive skills practice.

English for Business

10 lessons of specialised ESP tuition per week.

Projects, assignments, case studies, seminars, lectures and group sessions.

Progress reports and assignments.

Optional visits to relevant places of interests.

Effective teaching

Built into every client's course are the following:

- Placement test.
- Needs analysis.
- Skills development.
- Task-based activities.
- Systems work.
- Learner skills development.
- Progress tests.
- Tutorials.
- Homework.
- Academic counselling.
- Supportive error correction and constructive feedback.

Course Structure (Mon to Fri)

General English 20 lessons (15 hours)
English for Business 10 lessons (7.5 hours)

Course Content and Strategies

General English

Language classes are communicative with students encouraged and facilitated to use the language learned on the course. This covers all aspects of English language skills. Class work includes individual, pair and group work, discussions, debates, roleplays, presentations, writing exercises.

English for Business

Face to face meetings.
Letters, faxes and memos.
On the phone.
Reports and summaries.
The work place.
Import and export.
Money matters.
Delivery and after-sales.
Visits and travel.
Marketing and sales.
Meetings.
Operations and processes.
A new job.
Working together.
A special project (business simulation).

Outcomes

- Improved General English: all language skills, fluency and accuracy
- More effective communication in a range of business-related situations.
- Increased accuracy and clarity in common work-related topics
- Use of appropriate communicative strategies
- increased ability to recognise and resolve misunderstandings
- Improved handling of the linguistic challenges presented by a complication or unexpected turn of events that occurs within the context of a routine work situation or communicative task with which they are otherwise familiar

Business-related English language qualifications: external examinations.