



LTS training and consulting

Teaching English for International Business

Dates for 2010

9-16 January 2010, 22-29 May 2010

23 August – 2 September 2010, 11-18 December 2010

Description

Teaching English for International Business is a train the trainer course run over 8 successive days (Saturday to Saturday) or over 9 days with a free weekend. It is suitable for both 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 one 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 English for International Business*. 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 *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 and marking fee of GBP 160 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)

GBP 1000 or Euros 1200 (8 day course January, May, December 2010)

GBP 1125 or Euros 1350 (9 day course August 2010)

This price includes all course materials but not accommodation. This can be arranged in guest houses, hotels or with British host families from GBP 50/Euros 60 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

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 Premier Subscription Web Site* (Pearson Education), *Big City* (OUP), *Best Practice* (Heinle Cengage), *One Stop English* (Macmillan).

Course Outline

DAY 1

What is Business English?
Concepts and language in a business context
Core business task: active listening
Culture and internationalism – key cultural models and dimensions

DAY 2

Effective needs analysis - methods
Needs analysis case study
Core business task: socialising

DAY 3

Business English training - methods, approaches, techniques
Developing learner autonomy
Core business English task: telephoning

DAY 4

Syllabus design
Using the results of needs analysis to set training goals
Using assessment tools and performance scales
Core business task: meetings

DAY 5

Course design
Timetabling
Core business task: conference calls
Simulations in the classroom
Teaching with technology

DAY 6

Core business task: presentations
Giving feedback – language versus soft skills
Case studies, simulations and role plays
Adapting activities
Teacher-led versus student-led simulations and role plays

DAY 7

Strategies for extending business knowledge – useful sources
Sourcing, using and adapting authentic materials
Resources making workshop

DAY 8

Core business task: negotiating
Core business task: writing skills
Developing a writing course
Cert IBET assignment outline

DAY 9

Teaching 1 to 1 – training approach and style
Business English examinations and evaluation
Teacher development
Course feedback

Note: On 8 day courses, the topics from Day 9 will be put into Days 6, 7 & 8

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