



LTS training and consulting

## ***Teaching English for International Business leading to the Cert IBET***

**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 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 CELTA, DELTA, or 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*. The course has been validated by English UK and Trinity College for the *Cert IBET (Certificate in International Business English Training)*, so participants will have the option of presenting themselves as candidates for the *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 outside the UK 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 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

### **LTS training and consulting**

5 Belvedere, Lansdown Road, Bath, BA1 5ED, UK

**Tel:** +44 1225 448148 **Fax:** +44 1225 448149

**E-mail:** [courses@lts-training.com](mailto:courses@lts-training.com) **Web site:** [www.lts-training.com](http://www.lts-training.com)