



BBSI Certificate Course in Communication & Business Skills

The BBSI certificate course in Communication & Business Skills can be studied for periods of between 4 and 12 weeks duration, and is carefully designed to enable international students at an Intermediate level of English or above to gain a useful grounding in business English and professional communication skills. This 30-lesson weekly study programme is one of BBSI's most enduring business English courses. It represents a challenging step up from general English and is recognised as being demanding in respect of the amount of output required by students, who need to collaborate in teams, produce work of a professional standard, conduct research and demonstrate new communication skills to others. The course meets the rigorous standards set by the national standards agency, the National Qualifications Agency (NQA), and is considered notionally at NQA Level 3 within the British Government's National Qualifications Framework. Students who therefore successfully complete the full 12-week course will gain a BBSI Certificate, and an additional NCFE award.

Additional English and Business English Qualifications. Students will develop competent business English, and professional communication skills. Additionally, in the supplementary English-language elements of the course, students have the option to prepare for one of 3 University of Cambridge ESOL[†] qualifications: the First Certificate in English (FCE), the Certificate in Advanced English (CAE), or the Business English Certificate (BEC). Alternatively, students can join our ongoing weekly English Language Workshop[‡] (ELW) at a language level to suit their needs.

The course is conducted around a busy social and activity programme.

Course Outline

Minimum English Entry Level: IELTS 5.0 (*Intermediate*)

Course Duration: 4-12 weeks

Course Designation: CBS

Lessons Weekly: 30 (*each of 45 minutes' duration*)

Entry Dates: The course is conducted year-round, and can be joined on most Mondays throughout the year. The main entry dates, however, coincide with the commencement of the 4 BBSI academic terms annually, ie in September, January, March or June.

Minimum Age: 17 years



Course Structure:

20 lessons weekly in Communication & Business Skills
10 lessons weekly in English Language
(selected from one of the following)

- * preparation for the University of Cambridge FCE
- * preparation for the University of Cambridge CAE
- * preparation for the University of Cambridge BEC
- * English Language Workshop (ELW)

Awards:

BBSI Certificate in Communication & Business Skills (*continuous assessment*)
NCFE Certificate in Communication & Business Skills (*continuous assessment*)

Optional External Examinations* :

University of Cambridge FCE
University of Cambridge CAE
University of Cambridge BEC

Course Objectives. The course is conducted around a busy social and activity programme. The training objectives are to:

- * develop English-language communication skills in a business & professional context
- * provide a foundation in business knowledge
- * provide a practical programme relevant to the modern working environment
- * build confidence & enable effective communication in an international environment
- * prepare participants for one of a range of English and business English examinations
- * provide participants with the opportunity to obtain one of a range of English and business English qualifications

On completion of the course, participants will have enhanced their knowledge of international business and have developed their ability to use English language effectively in a professional, business and social context. In addition, students will have developed an extensive range of appropriate language skills, as well as having produced a very useful portfolio of assignments, commercial correspondence and written work.

Course Content

English Language Elements. English language is taught in context to support the study of business skills and their related topics: tenses and sentence structure, vocabulary building, levels of formality in spoken and written English, skills development and practice, study skills, pronunciation and spelling. The aim is to develop and practise professional English language communication skills in a business context.

Skills. The language skills covered include:

- * oral communication
- * presentation/PowerPoint™



- * *business correspondence*
- * *telephoning*
- * *negotiating*
- * *reporting*
- * *meetings*
- * *debating*

Business Topics. The business topics covered include:

- * *finance & banking facilities*
- * *International trade & Incoterms*
- * *market research & advertising*
- * *customer services*
- * *branding*
- * *travel*
- * *organisation structure*
- * *cultural awareness*
- * *recruitment*
- * *quality*
- * *business ethics*
- * *leadership*
- * *innovation*
- * *competition*
- * *change*

[†] **University of Cambridge ESOL Examinations**

FCE (First Certificate in English)

FCE is an Upper-Intermediate level examination that indicates sufficient proficiency in English to be of practical use in clerical, secretarial and managerial jobs for example, or in the tourist industry, where contact with English speakers is required. FCE is also useful preparation for students working towards higher-level examinations, such as the CAE.

CAE (Certificate in Advanced English)

CAE is the second-highest level of Cambridge ESOL examination and is ideal for those who want to work or study abroad. A CAE certificate demonstrates language skills in a wide range of contexts. The examination is based on realistic tasks, and indicates the ability to use the language in practical situations, such as meetings and discussions.

BEC (Business English Certificate)

There are 3 levels of BEC examination: the BEC Preliminary, BEC Vantage and BEC Higher. All 3 examinations are ideal for students preparing for careers in the fields of international business and commerce, where a good knowledge of English is required to function effectively. BEC certificates are internationally recognised and demonstrate that the holder has acquired an appropriate standard of English in a professional context.

[‡] **English Language Workshop**

The English Language Workshop is designed to provide general language support for those students who are studying a specialised course and who do not intend to prepare for a specific English language examination. The content of the Workshop includes extensive skills practice in professional areas of the language, which is useful for



those who need to improve their ability to communicate effectively with others in a professional international environment, or who later decide to acquire a professional qualification.

** Examination fees for those seeking to undertake external examinations are not included in the BBSI course fees.*

The following certificate courses are also available at BBSI:

- * General English
- * General English, Computing & IT Skills
- * Management & Business Administration
- * Finance & Financial Services
- * Legal Studies, International & Commercial Law
- * Academic English & IELTS Examination Preparation
- * International Business English
- * Marketing, Advertising & Public Relations
- * Hospitality Management & Tourism
- * Science, Technology, Computers & IT

BBSI courses are carefully designed and structured at different language levels to enable international students to develop all 4 English language skills simultaneously, while developing their professional communication skills and professional knowledge in academic, vocational or professional context, in the specialised subject of their choice. Students therefore have the flexibility to focus on either academic or vocational progression, depending on their personal training needs and particular learning objectives.

Courses can be booked on-Line @ www.bbsi.co.uk

Alternatively, contact BBSI by e-mail at info@bbsi.co.uk



BBSI Certificate Course in Communication & Business Skills



Typical Weekly Syllabus

	Professional Course Content <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 1 <i>(First week of Term)</i>	<p>Topic: organisational structure (includes introduction to BBSI, CBS induction, SWOT analysis)</p> <p><i>Skills: introductions & networking, structuring effective presentations, formal business report writing formats</i></p> <p><i>Case Study: outsourcing</i></p> <p><i>Assessed Tasks: presenting yourself, business recommendation for a bank</i></p>	<p><i>ELW (English Language Workshop)</i></p> <p><i>or</i></p> <p><i>preparation for one of:</i></p> <p><i>BEC (Business English Certificate),</i></p> <p><i>FCE (First Certificate in English),</i></p> <p><i>CAE (Cambridge Advanced English)</i></p>
Week 2	<p>Topic: brands & brand management</p> <p><i>Skills: taking part in meetings, discussion language, making presentations</i></p> <p><i>Case Study: developing a brand</i></p> <p><i>Assessed Task: analysing a brand</i></p>	<p><i>ELW (English Language Workshop)</i></p> <p><i>or</i></p> <p><i>preparation for one of:</i></p> <p><i>BEC (Business English Certificate),</i></p> <p><i>FCE (First Certificate in English),</i></p> <p><i>CAE (Cambridge Advanced English)</i></p>
Week 3	<p>Topic: managing change</p> <p><i>Skills: conducting a meeting, the language of meetings, e-mail English, business writing</i></p> <p><i>Case Study: a takeover</i></p> <p><i>Assessed Task: meeting simulation, writing an agenda & minutes</i></p>	<p><i>ELW (English Language Workshop)</i></p> <p><i>or</i></p> <p><i>preparation for one of:</i></p> <p><i>BEC (Business English Certificate),</i></p> <p><i>FCE (First Certificate in English),</i></p> <p><i>CAE (Cambridge Advanced English)</i></p>
Week 4	<p>Topic: money, finance, banking & investment</p> <p><i>Skills: describing trends, reporting financial success, comparing companies, mergers & acquisitions</i></p> <p><i>Case Study: an investment company</i></p> <p><i>Assessed Tasks: progress test, banking & insurance services for a small business</i></p>	<p><i>ELW (English Language Workshop)</i></p> <p><i>or</i></p> <p><i>preparation for one of:</i></p> <p><i>BEC (Business English Certificate),</i></p> <p><i>FCE (First Certificate in English),</i></p> <p><i>CAE (Cambridge Advanced English)</i></p>



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Week 5	<p style="text-align: center;">Topic: advertising</p> <p><i>Skills: making effective presentations, preparing for a trade fair, assessing advertisements, assessing quality</i></p> <p><i>Case Study: creating a promotional campaign</i></p> <p><i>Assessed Tasks: proposal for an advertising campaign</i></p>	<p style="text-align: center;"><i>ELW (English Language Workshop)</i></p> <p style="text-align: center;"><i>or</i></p> <p style="text-align: center;"><i>preparation for one of:</i></p> <p style="text-align: center;"><i>BEC (Business English Certificate),</i></p> <p style="text-align: center;"><i>FCE (First Certificate in English),</i></p> <p style="text-align: center;"><i>CAE (Cambridge Advanced English)</i></p>
Week 6	<p style="text-align: center;">Topic: recruitment (includes the recruitment process, headhunting, hiring & retaining staff)</p> <p><i>Skills: preparing a CV & covering letter, preparing a person specification</i></p> <p><i>Case Study: choosing the best candidate for the job</i></p> <p><i>Assessed Task: a job application</i></p>	<p style="text-align: center;"><i>ELW (English Language Workshop)</i></p> <p style="text-align: center;"><i>or</i></p> <p style="text-align: center;"><i>preparation for one of:</i></p> <p style="text-align: center;"><i>BEC (Business English Certificate),</i></p> <p style="text-align: center;"><i>FCE (First Certificate in English),</i></p> <p style="text-align: center;"><i>CAE (Cambridge Advanced English)</i></p>
Week 7	<p style="text-align: center;">Topic: international trade (includes visible/invisible trade, export documents, Incoterms, payment, customs),</p> <p><i>Skills: negotiation techniques & styles, negotiation language</i></p> <p><i>Case Study: a negotiation</i></p> <p><i>Assessed Task: negotiation role-play</i></p>	<p style="text-align: center;"><i>ELW (English Language Workshop)</i></p> <p style="text-align: center;"><i>or</i></p> <p style="text-align: center;"><i>preparation for one of:</i></p> <p style="text-align: center;"><i>BEC (Business English Certificate),</i></p> <p style="text-align: center;"><i>FCE (First Certificate in English),</i></p> <p style="text-align: center;"><i>CAE (Cambridge Advanced English)</i></p>
Week 8	<p style="text-align: center;">Topic: innovation (including describing innovations, new product launch)</p> <p><i>Skills: presentation skills; developing, designing & assessing a new product</i></p> <p><i>Case Study: innovative products</i></p> <p><i>Assessed Task: summarising a document</i></p>	<p style="text-align: center;"><i>ELW (English Language Workshop)</i></p> <p style="text-align: center;"><i>or</i></p> <p style="text-align: center;"><i>preparation for one of:</i></p> <p style="text-align: center;"><i>BEC (Business English Certificate),</i></p> <p style="text-align: center;"><i>FCE (First Certificate in English),</i></p> <p style="text-align: center;"><i>CAE (Cambridge Advanced English)</i></p>



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	Professional Course Content <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 9	<p>Topic: leadership skills (includes character & qualities of leaders) <i>Skills: decision-making, negotiation skills</i> <i>Case Study: providing leadership to a failing company</i> <i>Assessed Task: action plan for a business</i></p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate),</i> <i>FCE (First Certificate in English),</i> <i>CAE (Cambridge Advanced English)</i></p>
Week 10	<p>Topic: business ethics (honesty & dishonesty, responsible business) <i>Skills: problem-solving, establishing ethical behaviour</i> <i>Case Study: dealing with employee problems</i> <i>Assessed Task: portfolio (of work to date)</i></p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate),</i> <i>FCE (First Certificate in English),</i> <i>CAE (Cambridge Advanced English)</i></p>
Week 11	<p style="text-align: center;">Topic: travel & tourism <i>Skills: US/UK English, making arrangements,</i> <i>writing business communications</i> <i>Case Study: planning a conference</i> <i>Assessed Task: final progress test</i></p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate),</i> <i>FCE (First Certificate in English),</i> <i>CAE (Cambridge Advanced English)</i></p>
Week 12	<p style="text-align: center;">Topic: business cultures, cultural do's & don'ts <i>Skills: cultural language & idioms, social English, giving advice</i> <i>Case Study: writing an itinerary</i> <i>Assessed Task: marketing a country or region</i></p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate),</i> <i>FCE (First Certificate in English),</i> <i>CAE (Cambridge Advanced English)</i></p>

*Please note that presentation subject order may vary in weeks 7 to 12



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