



**BBSI Summer Course
Certificate
in
Finance & Business Skills**

Course Description

The BBSI summer course in Finance & Business Skills comprises a study programme of 30 lessons weekly. The course is designed for those with an English language level of Intermediate (IELTS 5.0) or above, who require to improve their English and business skills in the context of finance, economics, or financial services. All BBSI scheduled courses in Finance automatically include preparation for the University of Cambridge ESOL International Certificate in Financial English (ICFE). BBSI is an accredited ICFE Examination Centre.

Training focuses on developing students understanding of financial concepts, vocabulary and skills, as well as professional communication skills. The course combines current finance and business issues with targeted case studies.

Course Outline

Minimum English Entry Level: IELTS 5.0 (*Intermediate*), equivalent to a course leading to CEFR Level B2

Course Duration: 2-12 weeks

Course Designation: FBS

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

Entry Dates: Entry to this flexible course is weekly from July to September. The first entry date for 2010 is 05 July and the last entry date is 13 September.

Minimum Age: 17 years

Course Content

- * 20 lessons weekly in finance
- * 10 lessons weekly in business skills

Finance Components

- * *financial statements, ie balance sheets, cash flow & profit & loss accounts*
- * *financial ratios, analysis & comparative international accounts*
- * *sources & types of business finance*
- * *stock exchanges & financial markets*
- * *investment-portfolio management*
- * *financial planning*
- * *corporate banking*
- * *financial services for individuals & businesses*
- * *assets, liability & capital-performance assessment*
- * *classification of costs*

Preparation for the ICFE examination

- * *understanding financial reports & related correspondence*
- * *presenting arguments or expressing opinions on financial situations*
- * *asking questions or requesting clarification about financial information*
- * *producing simple reports of a factual nature & writing fact-based correspondence*

The FBS course also includes 10 lessons per week in professional skills practice, aimed at developing effective communication skills for the business environment. The teaching materials for the skills elements are largely authentic and are based on real-life case studies. Designed to build confidence through activities such as discussions, role-plays and simulations, the skills covered each week will be selected from the following:

Business Skills Components

Writing

- * *e-mail*
- * *letters & memos*
- * *effective reports*
- * *action minutes*
- * *effective CVs*
- * *business profiles & structure*
- * *organograms*

Presentations

- * *effective openings*
- * *structure & delivery*
- * *dealing with questions*
- * *using visual aids*

Meetings

- * *planning, organising & setting targets*
- * *facilitating meetings*
- * *handling discussions*
- * *achieving consensus*
- * *networking & building relationships*

Telephoning

- * *taking & leaving messages*
- * *making arrangements*
- * *checking, clarifying & problem solving*
- * *teleconferencing*
- * *customer support*
- * *making enquiries*
- * *formal & informal conversations*

Negotiating

- * *bidding & bargaining*
- * *win-win & closing*
- * *diplomatic language*
- * *tactics*
- * *making a proposal*

Course Objectives

- * to develop English- language communication skills relevant to the financial sector
- * to build appropriate vocabulary in the fields of finance & economics

- * to develop a practical understanding of finance, economics & financial services
- * to develop understanding of theory & practice within the financial sector
- * to provide a practical business communication skills programme relevant to the modern working environment

Learning Outcomes

Participants with good attendance and who complete all class work and self study assignments will be able to function effectively in English in a professional finance and business environment, and will have acquired a sound knowledge and understanding of international finance, economics and financial services.

The following summer courses are also available at BBSI:

- * Finance
- * Management
- * Management & Business Skills
- * Marketing
- * Marketing & Business Skills
- * Legal Studies
- * Legal Studies & Business Skills
- * Hospitality & Tourism
- * Hospitality, Tourism & Business Skills
- * International Business English

BBSI summer courses are carefully designed and structured to enable international students to develop both skills and knowledge in the specialised subject of their choice, while offering the flexibility to opt to supplement their training with professional communication skills, 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



FINANCE & BUSINESS SKILLS

Typical Weekly Syllabus

	Finance (20 lessons)	Business Skills (10 lessons)
Week 1 (First week of term)	<i>The External Environment</i> <i>how it affects business activity – social, macro-economic, political, etc</i> <i>ICFE – language skills</i>	<i>making contacts, telephoning in English</i> <i>presentation skills – signalling language</i> <i>writing reports, negotiation</i>
Week 2	<i>Types of Business Structure</i> <i>risk, objectives, timescale, fixed interest investments</i> <i>ICFE – language skills</i>	<i>negotiation – diplomatic language</i> <i>telephoning - leaving a message</i> <i>presentation skills - visual aids</i> <i>writing - business letters, student presentations</i>
Week 3	<i>Top Down Fund Selection</i> <i>stock markets, systemic & non-systemic risk</i> <i>top-down investment strategy, public offers, rights issues</i> <i>ICFE – language skills</i>	<i>agenda & minutes, meetings</i> <i>presentation skills - signposting</i> <i>writing - business correspondence</i> <i>student presentations, telephoning - handling calls</i>
Week 4	<i>Personal Financial Planning</i> <i>confidential questionnaires, collective investments</i> <i>open-ended investment contracts, unit trusts</i> <i>ICFE – language skills</i>	<i>writing CVs, negotiation language</i> <i>meetings - handling discussion</i> <i>telephoning - customer support, student presentations</i>



Bournemouth Business School International reserves the right to modify and update the course content



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	Finance (20 lessons)	Business Skills (10 lessons)
Week 5	Uses of Life Assurance for Business Protection key man share protection, loan protection differing financial planning needs ICFE – language skills	telephoning - dealing with problems presentation skills - presenting graphics writing - report writing, student presentations meetings - one-to-one meetings
Week 6	Options options, futures, derivatives, exchange rates, Inco-terms ICFE – language skills	telephoning - making enquiries writing - company profiles, effective meetings student presentations, negotiating - tactics
Week 7	Interpreting Company Accounts balance sheet, profit & loss, cash flow ICFE – language skills	techniques, presentation skills, telephoning writing - organograms, student presentations meetings – putting your opinion
Week 8	Deciding on a Firm's Competitive Future competition issues, vertical & horizontal integration ICFE – language skills	negotiation – making a proposal writing - business reports meetings - taking part in meetings student presentations, telephoning – orders





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Week 9	ICFE Revision <i>language skills – reading, writing, listening & speaking</i> <i>examination practice</i>	<i>formal & informal conversations</i> <i>telephoning, presentation skills, techniques</i> <i>writing – reports, student presentations</i> <i>meetings – conducting an interview</i>
Week 10	Business Plans <i>preparation & analysis</i> <i>ICFE – language skills</i>	<i>meetings – useful language, telephoning – plans</i> <i>writing – formality & style, student presentations</i> <i>negotiation - role play</i>
Week 11	The Nature & Role of Banks <i>central, commercial & investment</i> <i>ICFE – language skills</i>	<i>presentation skills - using your voice</i> <i>writing - making enquiries</i> <i>meetings - asking for & giving opinions</i> <i>student presentations, telephoning – teleconferencing</i>
Week 12	The Current Climate <i>key financial issues of the moment</i> <i>ICFE – language skills</i>	<i>meetings - case study & agenda</i> <i>writing - CV & covering letter</i> <i>telephoning – handling complaints, student presentations</i> <i>negotiation – diplomatic language</i>

