



**BBSI Summer Course  
Certificate  
in  
International Business English**

The BBSI summer course in International Business English can be studied for periods of between one and 12 weeks. There are 2 study options: a 20-lesson weekly programme, the IBE20, and a 30-lesson weekly programme, the IBE30. Both courses are suitable for international business professionals at an Intermediate level in English or above, with limited time available for study, who are seeking to gain a useful grounding in business English and professional communication skills. The IBE30 programme is aimed at those seeking a more intensive weekly study schedule and enables participants to study additional business skills components.

Both IBE courses are work-orientated and topic-based, and offer a combination of English language and current business concepts, and place the emphasis on extending students' ability to communicate across a broad range of business subjects, while honing their general business skills. The focus is on ensuring that course participants acquire fluency and confidence through skills practice related to their needs.

**Course Outline**

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

**Course Duration:** 1-12 weeks

**Course Designation:** IBE20 or IBE30

**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.

**Lessons Weekly:** 20 (*IBE 20 only*), or 30 (*IBE 30 only*)

**Minimum Age:** 17 years

**Award:**

BBSI Certificate in International Business English  
(*continuous assessment*)

**Course Content**

- \* 20 lessons weekly in International business English
- \* 10 lessons weekly in business skills (*IBE 30 only, for courses from July to September*)

## **IBE 20**

The IBE 20 programme comprises 20-lessons per week and focuses on developing effective language skills and business vocabulary and terminology. Topics and subjects covered are as follows:

### ***Management***

- \* *organisational structure*
- \* *motivation & leadership*
- \* *corporate entertaining & ethics*
- \* *culture*
- \* *managing people*
- \* *risk management*
- \* *teamwork & team building*
- \* *corporate strategy*
- \* *time management*
- \* *management styles*
- \* *good communication*
- \* *building relationships*

### ***Recruitment***

- \* *modern approach to preparing CVs/resumes*
- \* *job advertisements & applications*
- \* *job satisfaction*
- \* *recruitment process*
- \* *effective interviews*

### ***Finance***

- \* *budgeting & financial control*
- \* *entrepreneurship & venture capital*
- \* *banking & stock markets*
- \* *basic financial reports*
- \* *banks, borrowing & lending*
- \* *describing trends*

### ***International Sales & Trade***

- \* *sales techniques*
- \* *negotiating*
- \* *import & export procedures*
- \* *e-commerce*

### ***Marketing***

- \* *branding*
- \* *segmentation*
- \* *research & survey design*
- \* *building customer loyalty*
- \* *product development*
- \* *consumer behaviour*
- \* *the marketing mix*

## **IBE 30**

The IBE 30 programme comprises 30-lessons per week and includes all the elements within the IBE 20. In addition, it also includes a further 10-lessons per week in professional skills practice, aimed at developing more effective communication skills for the business environment. The teaching materials for the skills elements utilised in the IBE 30 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*

## **Award**

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(*continuous assessment*)

## **Course Objectives**

- \* to develop English-language communication skills in a range of business & professional contexts
- \* to provide a foundation in business knowledge & related terminology
- \* 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 with increased confidence and more effectively, using English in a professional business environment. Moreover, students will have acquired a sound knowledge and understanding of a range of business topics and honed their communications skills, including meetings, business correspondence, telephoning and presentations.

*The following summer courses are also available at BBSI:*

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

*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](http://www.bbsi.co.uk)*

*Alternatively, contact BBSI by e-mail at [info@bbsi.co.uk](mailto:info@bbsi.co.uk)*



## BBSI Certificate Course in International Business English



### Typical Weekly Syllabus

	<b>International Business English</b> (20 lessons)	<b>Business Skills</b> (10 lessons – IBE 30 only)
<b>Week 1</b> (First week of term)	<p><b>Business Topics</b> communication, marketing &amp; the marketing mix, recruitment, banking</p> <p><b>English Language</b> present simple/continuous, business idioms, possibility &amp; certainty</p>	<p>making contacts, telephoning in English presentation skills – signalling language writing reports, negotiation</p>
<b>Week 2</b>	<p><b>Business Topics</b> Building relationships, company structure, recruitment process brands, advertising, doing business abroad</p> <p><b>English Language</b> making suggestions, comparatives &amp; superlatives, multi-word verbs</p>	<p>negotiation – diplomatic language telephoning - leaving a message presentation skills - visual aids writing - business letters, student presentations</p>
<b>Week 3</b>	<p><b>Business Topics</b> interview case study, negotiating, raising finance, promotional tools</p> <p><b>English Language</b> diplomatic language, past simple &amp; continuous in narratives</p>	<p>agenda &amp; minutes, meetings presentation skills - signposting writing - business correspondence student presentations, telephoning - handling calls</p>
<b>Week 4</b>	<p><b>Business Topics</b> assessing success, project management, outsourcing, international trade, innovation</p> <p><b>English Language</b> number &amp; currency, conditionals</p>	<p>writing CVs, negotiation language meetings - handling discussion telephoning - customer support student presentations</p>



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<b>Week 5</b>	<p style="text-align: center;"><b>Business Topics</b> <i>assessing risk, outsourcing case study, developing a new product international trade documents, sales &amp; marketing vocabulary</i></p> <p style="text-align: center;"><b>English Language</b> <i>describing trends, phrasal verbs</i></p>	<p style="text-align: center;"><i>telephoning - dealing with problems presentation skills - presenting graphics writing - report writing, student presentations meetings - one-to-one meetings</i></p>
<b>Week 6</b>	<p style="text-align: center;"><b>Business Topics</b> <i>case study, absenteeism, importing &amp; exporting, sales &amp; marketing brainstorming, business ethics, creating a global brand</i></p> <p style="text-align: center;"><b>English Language</b> <i>reported speech, compound nouns</i></p>	<p style="text-align: center;"><i>telephoning - making enquiries writing - company profiles effective meetings, student presentations negotiating – tactics</i></p>
<b>Week 7</b>	<p style="text-align: center;"><b>Business Topics</b> <i>management styles, training, stocks &amp; shares</i></p> <p style="text-align: center;"><b>English Language</b> <i>management vocabulary – business idioms, stock market vocabulary, giving advice</i></p>	<p style="text-align: center;"><i>techniques, presentation skills, telephoning writing - organograms, student presentations meetings – putting your opinion</i></p>
<b>Week 8</b>	<p style="text-align: center;"><b>Business English</b> <i>management –interpersonal skills, E-learning, E-shopping business media, E-commerce, ethical business</i></p> <p style="text-align: center;"><b>English Language</b> <i>vocabulary development – business jargon, conditionals</i></p>	<p style="text-align: center;"><i>negotiation – making a proposal writing - business reports meetings - taking part in meetings student presentations, telephoning – orders</i></p>



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<b>Week 9</b>	<p style="text-align: center;"><b>Business Topics</b> <i>job satisfaction, stock market crashes</i> <i>budgeting - management case study 2, human resources</i></p> <p style="text-align: center;"><b>English Language</b> <i>budgeting language, making proposals, passive forms</i></p>	<p style="text-align: center;"><i>formal &amp; informal conversations</i> <i>telephoning, presentation skills, techniques</i> <i>writing – reports, student presentations</i> <i>meetings – conducting an interview</i></p>
<b>Week 10</b>	<p style="text-align: center;"><b>Business Topics</b> <i>team building, resolving conflict, retail logistics, just in time</i> <i>recruitment – headhunting, company reporting, business ethics</i></p> <p style="text-align: center;"><b>English Language</b> <i>modals, prediction, probability, making comparisons</i></p>	<p style="text-align: center;"><i>meetings – useful language</i> <i>telephoning – plans</i> <i>writing – formality &amp; style</i> <i>student presentations, negotiation - role play</i></p>
<b>Week 11</b>	<p style="text-align: center;"><b>Business Topics</b> <i>crisis management, consultancy, quality control, Europe &amp; the EU</i> <i>team building case study, take overs &amp; mergers</i></p> <p style="text-align: center;"><b>English Language</b> <i>vocabulary of crisis management – clauses of contrast</i></p>	<p style="text-align: center;"><i>presentation skills - using your voice</i> <i>writing - making enquiries</i> <i>meetings - asking for &amp; giving opinions</i> <i>student presentations</i> <i>telephoning – teleconferencing</i></p>
<b>Week 12</b>	<p style="text-align: center;"><b>Business Topics</b> <i>Future of business, leadership, using the internet, finance case study</i> <i>executive pay, customer service</i></p> <p style="text-align: center;"><b>English Language</b> <i>language of evaluation, vocabulary of customer service - describing a product</i></p>	<p style="text-align: center;"><i>meetings - case study &amp; agenda</i> <i>writing - CV &amp; covering letter</i> <i>telephoning – handling complaints</i> <i>student presentations</i> <i>negotiation – diplomatic language</i></p>



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