



BBSI Certificate Course
in
International Business English

The BBSI certificate course in International Business English can be studied for periods of between one and 12 weeks, and is carefully designed to enable international business professionals at an Intermediate level of English or above, with limited time available for study, to gain a useful grounding in business English and professional communication skills.

The 30 lesson weekly study programme is aimed at those students who are seeking to study a combination of English, business-related topics, and current business concepts, while honing their general business skills. The course is work-orientated and topic-based, and places the emphasis on extending students' ability to communicate across a broad range of business subjects. The course is conducted around a busy social and activity programme.

Course Outline

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

Course Duration: 1-12 weeks

Course Designation: IBE

Entry Dates: The course is conducted year-round, and can be joined on most Mondays throughout the year.

Lessons Weekly: 30

Minimum Age: 17 years

Course Structure:

20 lessons weekly in International Business English
10 lessons weekly in English Language Workshop

Award:

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

English Language Workshop. The English Language Workshop (ELW) is designed to provide language support for those students who do not intend to prepare for a specific examination. The Workshop includes extensive skills practice in English, 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 higher level qualification.

Course Content. The International Business English course covers a wide range of topics, and focuses on developing the necessary language skills and vocabulary in daily use in the international business community. The emphasis is to ensure that course participants acquire fluency and confidence through the skills practice related to their needs.

Course content

Management Training

- * organisational structure
- * motivation & leadership
- * corporate entertaining & ethics
- * managing people
- * teamwork & team building
- * corporate strategy
- * time management
- * culture

Recruitment

- * modern approach to preparing CVs/resumes
- * job advertisements & applications
- * effective job interviews

Finance & Banking

- * budgeting & financial control
- * entrepreneurship & venture capital
- * banking & stock markets
- * basic financial reports
- * banking, borrowing & lending
- * effective communication

International Sales & Trade

- * sales techniques
- * import & export procedures

Marketing

- * branding
- * segmentation
- * research & survey design
- * product development
- * consumer behaviour

The following certificate courses are also available at BBSI:

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



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Typical Weekly Syllabus

	International Business English (20 lessons)	English Language Workshop (10 lessons)
Week 1 (First week of term)	<p>Business Topics <i>communication, marketing & the marketing mix, recruitment, banking, company structure</i></p> <p>English Language <i>present simple/continuous, business idioms, possibility & certainty</i></p>	<i>ELW (English Language Workshop)</i>
Week 2	<p>Business Topics <i>Building relationships, company structure, recruitment process, brands, advertising, doing business abroad</i></p> <p>English Language <i>modifiers, making suggestions, comparatives & superlatives, multi-word verbs</i></p>	<i>ELW (English Language Workshop)</i>
Week 3	<p>Business Topics <i>interview case study, negotiating, raising finance, promotional tools</i></p> <p>English Language <i>diplomatic language, past simple & continuous in narratives, articles & business anecdotes</i></p>	<i>ELW (English Language Workshop)</i>
Week 4	<p>Business Topics <i>assessing success, project management, outsourcing, international trade, innovation</i></p> <p>English Language <i>number & currency, future forms, conditionals</i></p>	<i>ELW (English Language Workshop)</i>



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

Issue 3 – September 2009

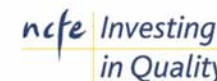


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Typical Weekly Syllabus

	International Business English <i>(20 lessons)</i>	English Language Workshop <i>(10 lessons)</i>
Week 5	<p style="text-align: center;">Business Topics <i>assessing risk, outsourcing case study, developing a new product, international trade documents, sales & marketing vocabulary, developing a new product</i></p> <p style="text-align: center;">English Language <i>describing trends, adjectives, phrasal verbs</i></p>	<i>ELW (English Language Workshop)</i>
Week 6	<p style="text-align: center;">Business Topics <i>case study, absenteeism, importing & exporting, sales & marketing, brainstorming, business ethics, creating a global brand</i></p> <p style="text-align: center;">English Language <i>reported speech, compound nouns, noun phrases, interview language</i></p>	<i>ELW (English Language Workshop)</i>
Week 7	<p style="text-align: center;">Business Topics <i>management styles, training, stocks & shares</i></p> <p style="text-align: center;">English Language <i>management vocabulary – business idioms, stock market vocabulary, giving advice</i></p>	<i>ELW (English Language Workshop)</i>
Week 8	<p style="text-align: center;">Business English <i>management –interpersonal skills, E-learning, E-shopping, business media, E-commerce markets, ethical business</i></p> <p style="text-align: center;">English Language <i>vocabulary development – business jargon, conditionals</i></p>	<i>ELW (English Language Workshop)</i>



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	International Business English <i>(20 lessons)</i>	English Language Workshop <i>(10 lessons)</i>
Week 9	<p style="text-align: center;">Business Topics <i>job satisfaction, stock market crashes, budgeting - management case study 2, human resources</i></p> <p style="text-align: center;">English Language <i>budgeting language, making proposals, justifying, necessity & obligation</i></p>	<i>ELW (English Language Workshop)</i>
Week 10	<p style="text-align: center;">Business Topics <i>team building, resolving conflict, retail logistics, just in time, recruitment – headhunting, company reporting, business ethics</i></p> <p style="text-align: center;">English Language <i>modals, prediction, probability, making comparisons</i></p>	<i>ELW (English Language Workshop)</i>
Week 11	<p style="text-align: center;">Business Topics <i>crisis management, consultancy, quality control, Europe & the EU, team building case study, takeovers & mergers</i></p> <p style="text-align: center;">English Language <i>Summarising, quantifiers, opinion language, business vocabulary</i></p>	<i>ELW (English Language Workshop)</i>
Week 12	<p style="text-align: center;">Business Topics <i>Future of business, leadership, using the internet, finance case study, executive pay, customer service</i></p> <p style="text-align: center;">English Language <i>language of evaluation, giving praise & criticism, vocabulary, development – describing a product</i></p>	<i>ELW (English Language Workshop)</i>



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