



Dates for 2012

01 July – 14 July

29 July – 11 August

Fees

For Comenius/Grundtvig applicants €1,920

For all other applicants £1,480

Teaching Business English

This course description is an overview of the type of content you can expect to cover in this programme. Courses are tailored according to the teaching context of the participants.

Who is this course for?

Teachers who wish to focus on the skills of teaching Business English to older teenagers or adults. Teachers may already be experienced Business English teachers or may just be starting out. You need to have at least an intermediate level of English (Common European Framework level B2).

Course aims

- To help you find exciting ways to plan and deliver successful Business English courses
- To increase confidence about your understanding of key topics and your own use of business language
- To explore innovative and interesting materials and teaching ideas

Course programme

This is mainly a practical course. **Topics typically include:**

- Designing, using and interpreting needs analyses
- Making presentations
- Using graphs, charts and diagrams
- Business collocations, chunks and lexical sets
- Key business speaking skills e.g. networking, negotiating, asking questions at a meeting
- Making business listening less stressful
- The one-to-one student
- Exploiting published materials
- Working with varied learning styles
- Role-play, real-play & simulation
- Improving your intonation and stress

Bell Teacher Campus



This course will take place at Bell Teacher Campus in Cambridge, based at Homerton College which is part of the University of Cambridge. Homerton College is an outstandingly beautiful college in secluded wooded grounds with easy access to Cambridge town centre. It has first-class learning and social facilities. Half-board accommodation is available in single en-suite rooms on site. The training staff at Bell Teacher Campus are all highly qualified, many of whom are materials writers and conference speakers. Afternoons entail a conference style approach with participants able to join an interesting variety of workshops, cultural talks and a special lecture each week from a prominent speaker.

Sample timetable – week 1

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9.00 – 10.30	What's different about business English?	Communication skills Giving presentations	Methodology Exploiting authentic material to teach finance	Communication skills Meetings	Communication skills Networking
COFFEE					
11.00 – 12.30	Methodology Profiling the business English learner The importance of needs analysis	Methodology The role of authentic material	Business content The corporate world describing trends	Methodology Using role-plays and simulations	Methodology One-to-one teaching
LUNCH					
14.00 – 15.30	Business content Understanding the corporate world	** Campus Conference	X Key Lecture	** Campus Conference	Special Teacher's Excursion
15.30	Optional talks, cultural activities, social programme or study time				

** Campus Conference - choose from a range of workshops and talks on topical issues and/or aspects of British Life and Culture.
X Key Lecture. Talks by well-known plenary speakers and writers.

Sample timetable – week 2

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9.00 – 10.30	Methodology Approaches to teaching effective writing for business	Methodology Approaches to teaching business vocabulary	Methodology Using case studies	Business content Management or leadership?	Methodology Syllabus planning and course design
COFFEE					
11.00 – 12.30	Communication skills Negotiating	Methodology Analysis of key business English resources	Business content Marketing Concepts/Vocabulary + Case study	Methodology Inter-cultural competence	Methodology The role of games in the business English classroom
LUNCH					
14.00 – 15.30	Business content Dragon's Den and the pitch	** Campus Conference	X Key Lecture	** Campus Conference	Special Teacher's Excursion
15.30	Optional talks, cultural activities, social programme or study time				

Please note that this is a sample timetable. Your trainer will negotiate and agree a timetable specifically designed for your group's needs. Your course is likely to be different from the sample timetable.

Further information

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