

English Plus International Business

Section 1: Overview

Is this course for me?

- This course is ideal for students who want to combine English with international business topics such as leadership, finance, advertising and competition.
- You will develop the skills essential for communicating successfully within the international context of modern business.

Key Facts

Available in

- Bournemouth

Start dates:

- Every Monday between 3 January and 5 December 2022

Entry level:

- Lower Intermediate (Kings Level 4)

Age:

- 16+

Duration:

- 2 - 12 weeks

Class size:

- Maximum 14

Lessons per week:

- 28 lessons per week total (21 hours). 20 lessons (15 hours) General English + 8 lessons (6 hours)

Included in the price:

- 28 lessons per week (21 hours)
- Welcome Information Pack
- Course materials
- Placement test on arrival, weekly assignments, group participation and progress tests
- Use of Computer Learning Centre
- Access to Classmate, the Kings online learning platform
- Free Wi-fi at school
- Accompanied visit or talk by external speaker every 4 weeks
- Full access to Kings social programme, with at least two free activities per week
- Full access to join Kings' school clubs and societies
- Optional weekly lecture programme
- End-of-course certificate (90% or higher attendance required)

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"We discussed at length how business skills can be developed through work experience, volunteering and company visits."

Section 2: Course structure and content

- **20 lessons (15 hours) per week of General English**
- **8 lessons (6 hours) per week International Business**

General English lessons

Your general English lessons will be designed to improve your reading, writing, speaking and listening at a consistent rate. Each week, lessons will focus on a different topic.

Key areas covered include:

Communication skills

- Conversational language skills
- Listening and accents
- Reading and interpretation
- Writing and presenting

Linguistic resources

- Building your vocabulary bank
- Fine tuning your pronunciation
- Interpretation of texts
- Grammar and syntax

Study skills

- Note taking and revision
- Research skills

- Time management and planning
- Dictionary work
- Learner autonomy

Cultural and personal development

- Understanding cultural difference and similarity
- Team work and leadership
- Presenting an argument
- Discussion skills

You will be assigned to your general English class based on your current Kings Level. We have classes right through to Level 8 (Advanced), and you will progress up through the levels as your skills improve and your confidence grows.

Specialised International Business lessons

The content for the International Business element of the course can be expected to cover topics such as the below:

- **Organisations** — what makes a successful organisation?
- **Finance** — using financial terms and describing trends
- **Marketing** - marketing products internationally, and the problems this may incur
- **Risk** — why do some companies fail? Describe how to manage risks
- **Advertising** — planning an advertising campaign; the media and their and methods
- **Innovation** — how is e-commerce changing our world?

Example practical activities may include:

- Employing the right candidate for the job — prepare for and role play a meeting discussing hiring a new staff member
- Give a mock sales pitch to potential investors
- Prepare and present an advertising campaign

Business case-studies:

- You will look at real-life case studies to learn from the successes and failures of other international organisations

Sample timetable

Please note: Sample timetable subject to change. General English lessons may take place in mornings or afternoons in summer.

	Mon	Tues	Weds	Thurs	Fri
09:00 - 10:30 (Lessons 1 & 2) General English	Progress test including listening and writing Individual and group feedback on test	Grammar Using 'will' and 'shall' in polite requests Pronunciation Open and closed questions (intonation) Professional skills Interviews.	Vocabulary Common idioms and phrasal verbs used to describe behaviour Reading, listening and writing Giving tips on how to behave in different situations	Listening Understanding how technology works Functional language Giving instructions Task-based learning (leadership and team work) Building a bridge	Grammar review 'Will', 'shall' and relative clauses Video Ted Talk: How to lead a conversation between people who disagree Discussion Beyond right and wrong?
10:30 - 11:00	Break	Break	Break	Break	Break
11:00 - 12:30 (Lessons 3 & 4) General English	Vocabulary Social behavior: Talking about norms and customs Discussion Understanding cultural differences	Video Phone addiction. Role-play Asking for and offering help Study skills Making effective notes	Real English People in the newspapers today Grammar Defining relative clauses Vocabulary Adjectives of character	Writing An email describing a new invention. Presentations A future without cars.	Vocabulary Diplomatic language Professional skills Giving and receiving feedback Discussion — Beyond right and wrong?
12:30 - 13:30	Lunch	Lunch	Lunch	Lunch	Lunch
13:30 - 15:00 (Week 1)	Vocabulary Market research and product development Reading and discussion 'Innovative Chocolate'	Grammar Describing trends. Reading 'The E-commerce Revolution'	Speaking and listening 'Innovation is great'	Educational visit Barclays Digital 'Eagle lab': a community resource for inventors, innovators and mentors. 'A space to create, innovate and grow' new business ideas.	Free time
13:30 - 15:00 (Week 2)	Discussion and listening International cultural differences	Idioms and reading Culture shock and cultural advice for different countries	Grammar Language for advice, obligation and necessity Skills Language for social situations and culturally 'safe' topics	Case study Prepare and present a talk about business culture in your home country	Free time

