Most people attend courses at Accent because they need English in their work. At Accent we receive men and women from a very large variety of businesses and professions - from Banking to Pharmaceuticals, from Engineering to Medicine, from Insurance to Railways, from Space Corporations to Lawyers. In fact, from Automotive Industries to Zoologists - we literally work from A to Z. Each course is different and special and any two Finance Managers, for example, have different needs. These courses are designed for the participant. At Accent, we design the course to fit the participant - we do try not to make the participant fit a pre-designed programme of study. The outlines below are simply to give you some idea of what we have done in the past and what is possible.

In general, these courses are divided into 3 modules:

Module A: Language Development & Accuracy (LDA)
Improving range and quality of language, through presentation and practice of specific areas of grammar, vocabulary & pronunciation and through controlled speaking and / or writing activities. Context: General, Business or Specific, as needed.

Module B: Language Skills (LS)
Improving essential language skills through listening & reading activities, training in required areas of discussion and writing. Trainer feedback to develop language range and accuracy. Topics selected from:
- Speaking – focus on fluency in informal discussion (general or professional topics)
- Listening (topics ranging from general to highly specialised)
- Reading (topics ranging from general to highly specialised)
- Writing (including practice in emails, reports etc)
- Accuracy in vocabulary & structure in trainer feedback
- Content: General, Business or Specific, as needed.

Module C: Professional Skills (PS)
Improving effectiveness in English in essential work situations, to include language development, modelling through listening and reading activities, practice through case studies, role plays and simulations. Trainer feedback to develop language range and accuracy. Topics selected from:
- Socialising
- Travel
- Telephoning
- Meetings / Teleconferences
- Presentations
- Negotiations
- Interviews
- Speaking – focus on achieving communication goals in professional situations
- Accuracy
- Content: General, Business or Specific, as needed

Course Formats
As these courses are very specific, we advise that participants follow an individual intensive or combination course format.

References
We can supply references in most specialist areas and probably in your country. Please ask for details.

A Sample of Specialist Programmes

English for Banking

English for Business Communication
Telephoning, Writing letters, faxes and e-mails, Establishing Relationships, Making Appointments, Socializing with Clients and Colleagues, Meetings, Negotiating, Travelling, Specific Language for Communicating in e.g. Finance, Human Resources, Production, Marketing, General Management, etc.

English for Engineering

English for Human Resources
Describing Organisations, Interviewing, Telephoning, Meetings, Presentation of Statistical Information, Reading and Writing Reports, Negotiating, Motivation, Training, Industrial Relations, Quality, Compensation, Legal Environment, Recruitment, Appraisal, Restructuring, Health and Safety, Employee Development, Internal Communications.

English for Journalism

English for Finance

English for Sales and Marketing
Sales and Marketing Terminology, Making a Sales Presentation, Describing Products and Services, Telephoning, Making Arrangements, Socializing with Clients, Negotiating a Sale, Writing Proposals, Market Analysis, Targeting, Distribution, Promotion, the Sales Pitch, Pricing, Product Placement, Telephone Selling, After-Sales.

English for Law

English for Medicine
Medical Terminology, Theoretical Language of e.g. Anatomy, Biochemistry, Physiology, Pharmacology, etc., Language of Consultation, Describing and Interpreting Symptoms, Language of Diagnosis, Clinical Language, Asking Questions, Opinionating, Advising, Interpreting Medical Data, Reading and Writing Medical Documents, Special areas include Paediatrics, Obstetrics, Gynaecology, Neurology, Cardiology, Oncology, Haematology, Immunology, Geriatrics, Orthopaedics, Dentistry, Surgery, General Practice.

English for the Pharmaceutical Industry
Specialist Programmes... from A to Z

Accent has provided specialist courses across the alphabet. Here is a small sample:

AGRO-ECONOMICS
BANKING
CHEMICAL INDUSTRY
DENTISTRY
ENGINEERING
FINANCE
GEOLOGY
HUMAN RESOURCES
INFORMATION TECHNOLOGY
JOURNALISM
KITCHEN MANUFACTURING
LAW
MEDICINE
NUCLEAR POWER
OIL EXPLORATION
PRODUCTION PROCESSES
QUALITY SYSTEMS
RAILWAYS
SALES & MARKETING
TELECOMMUNICATIONS
UNIVERSITY LECTURING
VEHICLE LEASING
WATER MANAGEMENT
X-RAY TECHNOLOGIES
YOGHURT PRODUCTION
ZOOGICAL CONSULTANCY

For full details of these specialist programmes, to ask about other specialist programmes... or to discover what Accent can do for your specialist needs, contact us.

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