



## English UK/Trinity College **Certificate in International Business English Teaching**

A 50-hour course of professional development, designed for English Language teachers with experience who wish to become qualified in the specific and expanding field of Business English Teaching.

This is a new qualification from English UK and Trinity College, London and is set to become the industry standard for Business English Teaching. It will help successful candidates to position themselves well in this demanding sector of the industry.

### **Course Content**

There are 10 core modules:

- Definitions of Business English
- Concepts and language in a Business Context
- Needs Analysis and research
- Materials and resources
- Internationalism and cross-cultural awareness in Business
- Course and syllabus design
- Methods, approaches and techniques
- Teaching business communication skills such as Presentations, Negotiations, Telephoning and Interviewing
- Teaching business reading and writing skills such as report writing, emailing and accounts.
- Evaluation and Assessment.

In addition, Accent International will look at other important areas such as:

- Professional Content
- Personal Development
- One-to-one vs. Group training
- Handling Senior Managers
- In-company training
- Virtual and Blended training
- Simulations and Case Studies
- Developing Learner Autonomy
- Professional Development
- Employability as a Business English Teacher

## **Course Format**

There are two parts to the format a) the taught element b) post-course assignment .

### **Four possible formats for the taught element:**

#### **A. 8-day Intensive programme at Accent International**

This format enables teachers to complete the taught element of the course in one working week. The course runs from Saturday morning to the following Saturday lunchtime at Accent International's training centre in Devon. It is extremely intensive but the variety and pacing of the training modules will enable participants to enjoy themselves as well as learn.

#### **B. Two-week programme at Accent International**

This format runs from Monday morning in week 1 to Thursday afternoon in week 2. It gives more space for consideration and revision in the evenings and during the middle weekend (when there is no training) and includes a specific session at the end of each week for review and discussion.

#### **C. Virtual Training programme.**

This is a programme of 25 sessions of face-to-face, online training using Accent's virtual training platform, "Accentvirtual". The training will normally take place at the weekend but as the group is limited to 3 participants in order to maximise online interaction, the timing of sessions can be agreed by discussion.

#### **D. Blended Learning programme.**

This combines two weekends of face-to-face training at Accent International's training centre with two weekends of Virtual training sessions, using "Accentvirtual".

### **Training institutions, schools and universities**

Accent International is used to leading seminars and training programmes all over the world. All of the above formats are available for delivery as in-house training programmes for staff members as part of professional development programmes or as preparation for moving into Business English teaching.

### **One-to-one training**

Some teachers, especially freelancers, may need this training and qualification to enable them to work with certain clients, achieve internal promotion or apply for a new job. It may not be possible to attend a group course at fixed dates. It is therefore possible to take this course on a one-to-one basis at your own convenience. The increase in price can easily be justified by the increased opportunities which may open up.

## Post-Course Assignment

The post-course assignment is a piece of written work on one from a choice of three questions. This assignment is to be between 3,000 and 4,000 words long and must be submitted within 12 weeks of the end of the taught element. This is marked by Accent teacher-trainers and moderated by Trinity College/EnglishUK.

## Entry Requirements

Applicants must have:

- A minimum of one year's ELT experience, ideally some in Business English
- A minimum level of English: Cambridge Proficiency/IELTS 7/Council of Europe C2

## Success

Success is achieved by:

- 100% attendance and participation in all elements of the 50 hour course.
- A minimum score of 50% on a 3,000-4,000 word assignment, which is completed and delivered to Accent within 12 weeks of the end of the taught element of the course.

Successful trainees will receive a Trinity College London/ EnglishUK Certificate in International Business English Teaching.

## Fees:

- Group courses (Face to Face) have a maximum size of 12
- Group courses (Virtual) have a maximum size of 3
- Group courses (Blended) have maximum 12 in face-to-face component and 3 for virtual component.

	£	€
Group course (all formats)	900	1000
Plus exam fee and administration	125	150
One-to-one	2000	2200
Plus exam fee and administration	125	150

## **Dates for 2009**

### **Format A: 8-day intensive course at Accent International**

July 4 -11

December 5-12

### **Format B: Two-week course at Accent International**

August 17-27

December 7-17

### **Format C: Virtual Training Programme**

November 7/8, November 14/15, November 21/22, November 28/29

### **Format D: Blended Learning Programme**

June 20/21 at Accent July 18/19 online September 12/13 online, October 10/11 at Accent.

