Specialist English for Professional Purposes

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. As you will see on the back of this leaflet, we can usually provide a specialist programme – whatever your specific needs.

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
Describing Properties (Mechanical, Structural, Thermal, Electrical, Electronic, Hydraulic, Nuclear, Chemical, Geotechnical), Use of Technical subjects, Reading and Writing Technical Reports. Specific Options in Mechanical, Civil, Electrical, Electronic, Hydraulic, Mining, Petroleum, Marine, Nuclear, Production, Stress Mechanics and Metallurgy, Chemical, Biological, Petroleum, etc.

English for Human Resources

English for Journalism

English for Finance

Course Content
Specialist English courses are designed for the participant. At Accent, we design the course to fit the participant – we do not try 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 four modules:

Module A: Specific Language Skills
This module examines the skills you need in your work e.g. Meetings, Presentations, Telephoning, Describing Results, Interpreting Data, Negotiating, Socializing, etc.

Module B: Specialist Topics
In this module, we examine the language specifically needed for your area of expertise. This could be Futures and Options, Recruitment, Production, Immunology, Petroleum Engineering, Law of Contract, Budgeting or a range of other disciplines.

Module C: Communication Skills
This focuses on general communication and also skills for communication within the specialist area. In this area, listening, speaking, reading and writing skills are considered using audio and video materials, role-play, simulation and video-filming techniques.

Module D: Language Focus and Feedback
Here, important language areas are discussed. These include grammar and vocabulary areas which have been identified as problematic. Participants also receive formal input sessions on specific problems and feedback on difficulties or errors which occurred during the other modules.

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.

English for Law

English for Medicine
Medical Terminology, Theoretical Language of e.g. Anatomy, Biochemistry, Physiology, Pharmacology, etc., Language of Medicine, Treatment, Diagnosis, Medical Ethics, Medical Microbiology, Immunology, Cardiology, Oncology, Haematology, Dermatology, Endocrinology, Geriatrics, Orthopaedics, Dentistry, Surgery, General Practice.

English for the Pharmaceutical Industry
Pharmaceutical terminology, Pharmacology, Language of Analysis, Describing and Interpreting Effects, Language of Product Development, Formulation, Manufacturing, Quality Control, Drug Performance, Bacterial Infection and Antibiotics, HIV/AIDS, Therapeutics, etc.

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.
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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
YOGURT PRODUCTION
ZOOLOGICAL 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.