



Certificate Course in Communication & Business Skills

1. The BBSI Certificate course in Communication & Business Skills can be studied for 4-8 weeks. This course is designed for students who want to learn business terms in English, as well as the concepts and communication skills used in the international workplace. The course is a challenging step up from general English study. It includes team-work in meetings, negotiations and presentations, and helps students new to business studies to prepare assignments and reports of a professional standard. The minimum age for entry is 17 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

2. **Course Code.** CBS

3. **Minimum English Entry Level.** Equivalent to IELTS [Academic] 5.0, or CEFR B2

4. **Course Structure.** The course provides 34 lessons of forty-five minutes (25.5 hours total) weekly. Students will need to study for a minimum of 4 weeks.

20 lessons (15 hours) weekly in Communication & Business Skills

4 lessons (3 hours) weekly in Professional Skills

10 lessons (7.5 hours) weekly in English Language

5. **Course Awards.** Academic achievement is assessed by means of continuous assessment. On successful completion, students will achieve the following certification from BBSI and NCFE:

BBSI Certificate in Communication & Business Skills

NCFE Certificate in Communication & Business Skills (*on completion of full 8-week course only*)

6. **Course Objectives.** This course will:

- * *help students develop their understanding of business vocabulary and concepts*
- * *enable students to communicate more effectively in an international business environment*
- * *develop students' business English communication skills in relevant contexts*
- * *prepare students for an internationally recognised English language qualification (optional)*

7. **Course Content.**

a. **Specialised Content.** The number of topics covered would depend on the duration of the course and the dates selected.

i) **Specialised Skills.** The full 8-week syllabus covers practice in the following skills:

- * *business discussion*
- * *presentation skills*
- * *business correspondence, formal & informal*
- * *meetings: agenda and minutes*
- * *meetings: managing and participating*

- * *interview skills*
- * *effective telephoning*
- * *negotiation skills*
- * *effective report writing*

ii) **Specialised Topics.** Practice of the skills will include terms and introductory concepts related to the following topics:

- * *introduction to business*
- * *management*
- * *communication & the workplace*
- * *marketing*
- * *contemporary global issues*
- * *business travel*
- * *ethics & Corporate Social Responsibility*
- * *money & the future*

b. **English Language.** Students can select from one of the 2 following study options:

i) **Cambridge ESOL Examinations.** Students can choose to prepare for one of 3 different Cambridge ESOL examinations; however, additional examination fees would apply:

- Cambridge English: First (FCE)*®
- Cambridge English: Advanced (CAE)*®
- Cambridge English: Business (BEC)*™

Should students wish to take one of the above examinations, we recommend at least 8 weeks' study leading up to the examination.

ii) **English Language Workshop.** Alternatively, if students wish to simply focus on improving their English grammar and language skills, they can choose to join our English Language Workshop (ELW) at a language level to suit their needs. The ELW provides lessons in grammar, vocabulary and skills practice, and helps students improve their ability to communicate effectively. The ELW covers language that may not be covered in specialised lessons.

c. **Professional Skills.** The professional skills lessons will provide practice in the business communication skills relevant to students' professional lives after study. These lessons cover note-taking, structuring business reports, delivering presentations, developing & supporting professional views, reading & summarising, and the correct use of business jargon.

8. **External Accreditation.** The national awarding body NCFE was established in 1848 and is one of the oldest providers of recognised qualifications in the UK. BBSI has been accredited with the NCFE Investing in Quality (IIQ) Licence, which gives formal recognition to specific BBSI courses which meet the required standards of course design, delivery and monitoring. Students who pass the full 8-week course, will receive additional certification from NCFE to demonstrate to employers their vocational skills.

9. **Course Syllabus.** The full course syllabus is detailed in the tables below at Pages 4-7.

10. **Other BBSI Business English Courses.** English for Business

University of Cambridge ESOL

☉ Cambridge English: First (FCE)

The FCE is an Upper-Intermediate level qualification that is officially recognised by universities, employers and governments worldwide. It shows that the holder has achieved CEFR Level B2. FCE is also useful preparation for students working towards higher-level examinations, such as the CAE.

✦ Cambridge English: Advanced (CAE)

The CAE is internationally accepted as an in-depth, advanced level test of English language. It is therefore the appropriate examination for those undertaking study in English at university level and for those seeking employment in professional, international environments. A CAE certificate indicates that the holder has achieved CEFR Level C1 and is able to work, or study in English.

▀ Cambridge English: Business (BEC)

BBSI offers preparation for 2 of the 3 levels of BEC examination: the BEC Vantage (Upper-Intermediate) and the BEC Higher (Advanced). These examinations are suitable for students preparing for careers in international business and commerce, where a good knowledge of English is needed. BEC certificates are internationally recognised and demonstrate that the holder is able to use business English in a professional context.



BBSI Certificate Course in Communication & Business Skills



Typical Weekly Syllabus

	Communication and Business Skills (20 lessons)	English Language Option (10 lessons) plus Professional Skills (4 lessons)
Week 1	Introduction to Business introduction to organisations SWOT analysis, building business relationships introduction to corporate culture report writing & formatting	ELW (English Language Workshop) or preparation for one of: BEC (Cambridge English: Business) FCE (Cambridge English: First) CAE (Cambridge English: Advanced)
Week 2	Management presenting as a manager change management, quality control management styles leadership	ELW (English Language Workshop) or preparation for one of: BEC (Cambridge English: Business) FCE (Cambridge English: First) CAE (Cambridge English: Advanced)
Week 3	Business Skills negotiation skills presentation skills, signposting managing meetings, agendas & minutes	ELW (English Language Workshop) or preparation for one of: BEC (Cambridge English: Business) FCE (Cambridge English: First) CAE (Cambridge English: Advanced)
Week 4	Marketing introduction to brands brand stretching, the marketing mix advertising marketing a country	ELW (English Language Workshop) or preparation for one of: BEC (Cambridge English: Business) FCE (Cambridge English: First) CAE (Cambridge English: Advanced)

Weeks 1 – 4 will take place from 3-28 Sept 2012, 20 Oct to 23 Nov, 7 Jan-1 Feb, 4 – 29 March, 6-31 May, 1-26 July, and 2-27 Sept 2013.





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Typical Weekly Syllabus

	Communication and Business Skills (20 lessons)	English Language Option (10 lessons) plus Professional Skills (4 lessons)
Week 5	Contemporary Global Issues introduction to trade globalization, international business styles new world order & cultural diversity outsourcing	ELW (English Language Workshop) or preparation for one of: BEC (Cambridge English: Business) FCE (Cambridge English: First) CAE (Cambridge English: Advanced)
Week 6	Business Travel introduction to travel & tourism travel priorities, complaints cultural differences within business cultural advice	ELW (English Language Workshop) or preparation for one of: BEC (Cambridge English: Business) FCE (Cambridge English: First) CAE (Cambridge English: Advanced)
Week 7	Ethics & CSR introduction to ethics responsible business, ethical behaviour corporate hospitality corporate social responsibility	ELW (English Language Workshop) or preparation for one of: BEC (Cambridge English: Business) FCE (Cambridge English: First) CAE (Cambridge English: Advanced)
Week 8	Money & the Future introduction to money & finance mergers & acquisitions, making investments interviewing skills securing employment	ELW (English Language Workshop) or preparation for one of: BEC (Cambridge English: Business) FCE (Cambridge English: First) CAE (Cambridge English: Advanced)

Weeks 5-8 will take place from 1-26 Oct, 26 Nov to 21 Dec, 2012, and 4 Feb to 1 March, 1 – 26 April, 3-28 June, 29 Jul to 23 Aug 2013.

