



Helping business people to develop effective communication skills in English



The School

ELC has been working with international business people for over 50 years. Executive classes take place in our dedicated Business Centre where the fully-equipped training rooms boast interactive whiteboards. Our specialist trainers are highly experienced and well qualified with a proven track record of success working with business people of all types and at all levels.

The Course

CGX consists of 20 lessons per week (15 hours) on our General English course and 20 lessons per week of Executive English.

Participants are tested on the first day and placed in a General English class at the appropriate level. These classes are designed to develop the confidence to communicate effectively in general real-life situations.

Each Executive English course is designed by the trainer to fit the specific needs of its participants and is therefore a unique package, targeted to improve business performance in English. The focus is on general business communication skills: eg taking part in meetings, giving presentations, telephoning.

Business trainers use presentations, case studies, workshops and role-play simulations. Some sessions are filmed for detailed analysis and feedback. Use of our computerised Language Laboratory focuses on pronunciation and intonation and participants have free access to our self-study centre outside their lesson times.

Course Content and Outcomes

The course is based on a detailed Needs Analysis that begins prior to arrival and is reviewed continuously throughout the two weeks. The content is therefore flexible, but a typical course will include:

- Discussion skills & participating in meetings
- Giving presentations
- Telephoning & E-mailing
- Intercultural awareness

Key Facts

- A practical, flexible and highly personalised course
- 40 lessons per week (30 hours) - 20 lessons General English + 20 lessons Executive English
- GE maximum 12 participants; Executive English maximum 6 participants
- Minimum age in Executive English class 21
- Pre-intermediate level of English or above
- Business Suite facilities include TV & coffee lounge and Wi-Fi access
- **Recommended for:** business people who use, or will need to use English in their daily job but who also want to improve their general English skills



Sample Timetable

WEEK ONE	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9:00 – 10:30 (2 lessons)	General English	General English	General English	General English	General English
10:30 – 11:00	<i>BREAK</i>	<i>BREAK</i>	<i>BREAK</i>	<i>BREAK</i>	<i>BREAK</i>
11:00 – 12:30 (2 lessons)	General English	General English	General English	General English	General English
12:30-13:30	<i>LUNCH</i>	<i>LUNCH</i>	<i>LUNCH</i>	<i>LUNCH</i>	<i>LUNCH</i>
13:30 - 15:00 (2 lessons)	Introductions: <ul style="list-style-type: none"> What is business English? Needs Analysis: <ul style="list-style-type: none"> Establishing language needs Course goals & objectives 	Socialising: <ul style="list-style-type: none"> Business small talk Conversation topics Starting a conversation Plus role-play practice	Meetings: <ul style="list-style-type: none"> Participating Chairing The language of meetings 	Talking about numbers: <ul style="list-style-type: none"> Describing graphs Figures & trends Language of cause, effect & implication 	Presentations: <ul style="list-style-type: none"> Effective introductions Rhetorical language Structuring your talk
15:00 – 15:30	<i>BREAK</i>	<i>BREAK</i>	<i>BREAK</i>	<i>BREAK</i>	<i>BREAK</i>
15:30 - 17:00 (2 lessons)	Initial presentation: <ul style="list-style-type: none"> Presenting yourself and your company Describing your products/ services Roles & responsibilities 	Discussion skills 1: <ul style="list-style-type: none"> Checking understanding Clarifying Paraphrasing Mini- discussion: topical business issues	Role-play: Meeting simulation Videoed for analysis and group feedback	Language awareness: Words, word families & phrases Self-study skills: Developing your vocabulary	Individual presentations plus Q&A session Videoed for analysis and group feedback

WEEK TWO	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9:00 – 10:30 (2 lessons)	General English	General English	General English	General English	General English
10:30 – 11:00	<i>BREAK</i>	<i>BREAK</i>	<i>BREAK</i>	<i>BREAK</i>	<i>BREAK</i>
11:00 – 12:30 (2 lessons)	General English	General English	General English	General English	General English
12:30-13:30	<i>LUNCH</i>	<i>LUNCH</i>	<i>LUNCH</i>	<i>LUNCH</i>	<i>LUNCH</i>
13:30 - 15:00 (2 lessons)	Course review: Reassessing needs and objectives Workshop: Business report writing	E-mailing: <ul style="list-style-type: none"> Fixed phrases Formal v. informal language Being clear and polite Tips & guidelines 	Telephoning 1: <ul style="list-style-type: none"> Telephone phrases Getting through Leaving a message 	Negotiating: <ul style="list-style-type: none"> Negotiation theory Tips & techniques Stages of a negotiation Key phrases 	Intercultural awareness: <ul style="list-style-type: none"> Cultural differences Business and management issues Working in an international team
15:00 – 15:30	<i>BREAK</i>	<i>BREAK</i>	<i>BREAK</i>	<i>BREAK</i>	<i>BREAK</i>
15:30 - 17:00 (2 lessons)	SWOT analysis of company: <ul style="list-style-type: none"> Individual presentations Q&A session 	Discussion skills 2: <ul style="list-style-type: none"> Question techniques Handling difficult questions Controlling the conversation Plus mini role-play.	Telephoning 2: <ul style="list-style-type: none"> Information, action, requests Dealing with problems Plus role-play practice	Role-play simulation: Customer- supplier negotiation Videoed for analysis and group feedback	Course review: <ul style="list-style-type: none"> Evaluation & feedback Lessons learned Going forward Open forum