



Teacher Training 2010 HOW TO TEACH ENGLISH TO BUSINESS PEOPLE

Course Dates: 1 August – 14 August 2010	Course Location: University of Kent at Canterbury	Course Fees: £855	Course Code: TEB 32
---	---	-----------------------------	-------------------------------

Target Audience

- Experienced native and non-native teachers of General English wanting to make the transition to Business English
- Please note that this is a methodology course, and not a course on Business Language

Course summary:

Specializing in English for business can be a winning move if the teacher is able to transfer existing skills to the business context. This course will help participants build an awareness of what being a teacher of Business language entails, it will highlight the skills and expertise that are needed to succeed in this highly competitive field.

Programme of the training activities

- Teaching one on one
- The nature of Business English
- Working without published materials
- Differences between General English and Business English
- Needs Analysis and Course Design
- In company teaching
- Using authentic Materials effectively
- Setting objectives in Business Language Teaching
- Teaching the Language of Meetings, Presentations, Reports
- Teaching Business lexis

Preparation

Each applicant to send in action plan 4 weeks before the course outlining hopes and objectives for achievement as a result of attending this course.

Objectives

The course aims to focus on the skills teachers need to operate successfully in the global corporate world.

Expected results

As a result of attending this course, the participants will acquire a better understanding of their role as business English teachers.

Is this the right course for me?

- Yes, if you wish to acquire the skills and the confidence necessary to become a competent Business trainer and teach business people in a variety of areas related to their professions.

If this course is not for you, please consider the following:

- ***Certificate in Teaching English to Business people***
- ***Creative Methodology for the Classroom*** if you want a more general methodology course.
- ***NLP for Teachers*** if you want to focus more specifically on this exciting and challenging "study of excellence"
- ***Coaching Skills for teachers***

Programme of the training activities day by day:

Please note this is an **example** of a daily programme. Course content may often be usefully adapted to incorporate the needs of each specific group.

Week 1

	Monday	Tuesday	Wednesday	Thursday	Friday
AM 9.00–10.30	Group Bonding	Roles of the Business English teacher	Adapting one's teaching style to the client	Teaching one to one	Adapting authentic materials
11.00–12.30	Needs Analysis and Goal setting	The teacher as a facilitator	Needs analysis	Working with course books	The place of feedback in the business lesson.
PM 14.00-15.30	Role and nature of Business English	How do business people like to learn?	Material design	Working without materials	Week review and feedback

Week 2

	Monday	Tuesday	Wednesday	Thursday	Friday
AM 9.00–10.30	Teaching in-company	Teaching skills3: writing a report	Cross-cultural training	ESP	How to become a successful Business English teacher
11.00–12.30	Teaching skills1: Speaking meetings	Teaching skills 4: writing emails	Course design1	Review of published materials 1	Teacher as instructor, coach, facilitator
PM 14.00-15.30	Teaching skills2: speaking: making a presentation	Teaching business lexis.	Course design2	Continuation of session above	Course review final feedback, and farewells.

Recommended reading: Please note to do not need to buy or bring these books to the course with you.

How to teach Business English (2005) Evan Frenco (CUP)

Type of the certification awarded in the language of the training:

Attendance certificate detailing topics covered and course content.