

Business English: Communication and Skills Training

Program Introduction

English is the language of the global business world, with multinational companies making significant investments in business English programs for their teams. In China, our participants continue to achieve excellent results with the new Intelligent Business programs published by Pearson Longman, together with The Economist. The material exposes learners to today's true business language, combined with authentic, graded media articles. Through CELTA-qualified trainers participants are carefully guided towards their language goals.

Intelligent Business offers two clear paths for business English acquisition: the Course Book for language-focused programs or the Skills Book for skills-focused programs. Through this, participants improve their language ability and the communication skills necessary for successful communication in the global business community. Intelligent Business is fully benchmarked with Cambridge University's Business English Certificates (BEC).

Content

The program is divided into four different levels:

1. Elementary (benchmarked with BEC Preliminary level)
2. Pre-intermediate
3. Intermediate (BEC Vantage level)
4. Upper-intermediate (BEC Higher level)

The program material selections include:

Course Book, Skills Book &/or Workbook,
CD-ROM with interactive activities, as well as
audio and video segments

Program Results

Improved English fluency and accuracy in business
Use of effective communication tools in various
situations, such as:

Making presentations

Negotiating

Team building

Use of formal language when necessary

More precise statements in business

Avoid nasty language traps

English communication with more confidence

Who will benefit from this program?

The Intelligent Business training program has proven to be highly effective for local Chinese business professionals with varying business experience. Younger professionals can benefit most when working with the Skills Book, acquiring essential business and English communication skills. Well-seasoned business professionals find it most useful to work more on language accuracy using the Course Book.

Program length

One level of Intelligent Business involves a minimum of 40 contact hours, with a recommended group size of 4 to 6 participants (maximum 8). On average, one level of Intelligent Business takes between 3 to 4 months (ie. 2 contact hours per week, over 20 weeks, or 4 contact hours per week over 10 weeks).

Note

Mannhart Consultants offers copy-editing language services to the Shanghai Government and major media groups, and also tailors English language programs according to very specific requirements, such as the knowledge and use of industry- or role-specific vocabulary. We often enrich our language programs with elements from our etiquette and cross-cultural training programs.



Moments of truth*

Speaking English

Small talk and building rapport

The correct use of informal & formal written language

Making presentations in English

Contribute to a meeting in English

Confident communication in a second language

Phone calls in English

Reading business literature published in English

* Situations and events in business in which specific knowledge and skills will make the difference between success or failure.