

Business Language Trainings

Business English Certificates (BEC)

BEC is a suite of three courses - BEC Preliminary, BEC Vantage, BEC Higher - designed to test English language ability used in the context of business. They are suitable for adults who are either preparing for a career in business or already in work. The courses cover the same range of language skills as the General English courses, but with the emphasis on activities that are common in business.

BEC is available at three levels:

- BEC Higher
- BEC Vantage
- BEC Preliminary

BEC courses roughly comprise the following topics:

MANAGEMENT

● Corporate Culture

- Responsibility for influencing the culture within a company
- Bottom-line performance
- Streamlining
- Yardsticking

● Leaders and Managers

- Leadership styles
- Empowerment
- Power of delegation
- Brand Management
- Crisis Management
- Risk Management

● Internal Communications

- Emails
- Memos
- Letters
- Reports

● Chairing meetings

- Impartiality
- Assertiveness
- Staying on course
- Summarising

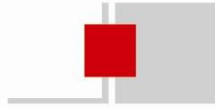
COMPETITIVE ADVANTAGE

● Customer relationships

- Customer Relationship Management
- After-sales service
- Cost savings

● Competitive Advantage

- Submitting tenders
- Benchmarking
- Bidding



Business Language Trainings

• **Proposal**

- Diversifying product range
- Brand identity
- Marketing & Product Development costs

• **Presenting at meetings**

- Embedded questions
- Describing trends
- Structuring your talk
- Presenting tables

ADVERTISING AND SALES

• **Advertising and customers**

- The effectiveness of advertising
- Measuring the efficiency of advertising
- Types of advertisements

• **Advertising and the Internet**

- Search engines and hits
- Target audiences
- Clicks and mortar

• **Sales reports**

- Upward and downward trends
- Report on a sales event
- Describing statistics

• **The sales pitch**

- Cold-calling
- Cracking the big company market
- Improving customer service

FINANCE

• **Forecasts and results**

- Reporting results
- Forecasting sales
- Profit and loss account
- Balance sheet

Financing the arts

- Sponsoring
- Endorsement
- Evaluating investments

• **Late payers**

- Insolvency
- Creditworthiness
- Factoring
- Overdrafts
- Overtrading



Business Language Trainings

• **Negotiating a lease**

- Hard bargaining
- Negotiating office lease
- Bargaining point
- Deadlocks

THE WORK ENVIRONMENT

• **The workplace atmosphere**

- Motivating employees
- Stress in the workplace
- Appraisal interviews

• **The workforce of the future**

- Freelancing
- Temping
- Job sharing
- Home/Teleworking

• **Productivity**

- Assembly lines
- Hire and fire practices
- Manufacturing vs. Services
- Financial Performance

• **Staff Negotiations**

- Transparency in career structure
- Structuring job interviews
- Company's generosity
- Redundancies

CORPORATE RELATIONSHIPS

• **Corporate ethics**

- Corporate Social Responsibility(CSR)
- Stakeholders
- Fair trade
- The effort of ethics

• **Expanding abroad**

- Growing through acquisition and organic growth
- Leveraging international position
- Enhancing business diversity
- Developing Human Resources

• **An overseas partnership**

- Finding an overseas partner
- Trade sales letter
- Going into new markets
- Local collaborators and competitors

• **A planning conference**

- Making presentations to colleagues
- Risk Management
- Linking words in presentations