

Cert iBET – Certificate in International Business English Training

50hr+ Course over 8 Intensive Training Days

*This international qualification is jointly validated and managed by English UK and Trinity College London
and is delivered in local cooperation with ELTAU*

COURSE DATES: 25th August – 1st September 2017, ULM Germany

TRAINER: Mike Hogan, York Associates

TARGET AUDIENCE

The York Associates Cert IBET aims to develop EFL teachers wishing to move into Business English teaching and those who have been engaged in Business English teaching but wish to grow professionally while gaining a recognized qualification in the field.

Who can apply? Qualified English language teachers (e.g. Trinity Cert TESOL, CELTA, or equivalent). If you do not have an initial teaching qualification you must have a minimum of one year's full time practical ESL/TESOL teaching experience (min 15hrs per week).

BACKGROUND COURSE SUMMARY

For over 30 years, the York Associates training model has gone beyond the areas of pure language training and is highly regarded in the field of communication skills training, intercultural training and international team and leadership training. We are proud to be able to utilize our expertise to add value to the Cert IBET, bringing together the areas of teaching, coaching, intercultural and interpersonal skills training, where participants are introduced to concepts and issues like trust building, conflict handling and influencing skills, in addition to the core concepts of international Business English training.

This 50-hour+ course seeks to build the confidence of each participant by tapping into their already-existing knowledge of the international business world and the language of business while introducing new concepts and business tools that can help them better participate in their learners' discourse and help their learners become better communicators in the world of international business.

Note: experience of business or teaching business English is not essential.

METHODOLOGY

Combined with practical tips, lesson ideas and opportunities to practise on one another, the York Associates Cert IBET aims to help participants cultivate their skills in teaching Business English while increasing their expertise by offering them a strong theoretical and working knowledge of best practice in Business English training so that they are able to deliver a customised and high quality training to their potential clients.

Participants are also introduced to appropriate websites related to the further development of their teaching skills and personal professional development.

FOLLOW UP

Participants who complete the course have to submit an assignment (3,000 – 4,000 words) for the Cert IBET international qualification. The course ends with an evaluation session, where teachers are encouraged to create a Personal Development Action Plan, and identify activities which they would like to try out in their own classes. They are invited to join the York Associates Community, which allows networking and contact with the trainers and fellow colleagues, and with participants from other courses.

ABOUT THE TRAINER(S)

Mike Hogan (Director, York Associates) has been teaching Business English for over 15 years (13 of those in Germany). He has delivered courses for both the school/university and corporate (in company) sectors and has worked both freelance and fully employed. Mike has co-authored numerous Business English course books and materials, including the award-winning Basis for Business B1/B2 (Cornelsen), Business English for Beginners (Cornelsen), and is a regular contributor of articles, exercises and lesson plans for Business Spotlight. He is TESOL Diploma qualified and is an accredited facilitator of Team Management Profile (TMSDI) and The International Profiler (Worldwork).



SAMPLE COURSE PROGRAMME

WHEN	Friday 25 th	Saturday 26 th	Sunday 27 th	Monday 28 th
MORNING	What is Business English? Current trends: Business topics vs Business skills Introduction to (Business) English as a Lingua Franca	Methods & Approaches: - The Lexical Approach - Using Corpora - Using technology in the business classroom	Dealing with spoken discourse Business skills: Meetings & Interviews Using business texts and real documents (e.g. reports/CVs)	Methods & Approaches: - Task-Based Learning Business skills: Negotiations Using drama in the business classroom
AFTERNOON	Business skills: Socialising Using roleplays and simulations	Needs analysis & research Course planning Assignment information - rubrics & guidelines.	Business insights: Management & HR Interpersonal Skills: From language teaching to communication training	An introduction to Cross- Cultural Awareness

WHEN	Tuesday 29 th	Wednesday 30 th	Thursday 31 st	Friday 1 st
MORNING	Methods & Approaches: - Dogme Dealing with language feedback Teaching 1 to 1	Business insights: Finance Learner autonomy, learning styles, & learning strategies Business skills: Presentations	Using case studies Business skills: Business writing & emailing Business skills: telephoning	Business insights: Sales & marketing Representing yourself professionally Continual Professional Development
AFTERNOON	Teaching In-Company Coaching as an Approach	Course book evaluation Designing your own materials	ESP & EAP Evaluation & assessment: Business Exams	Course Review Personal Development Plan Questions about assignments

PROGRAMME PACKAGE

After 10% discount for members of professional associations, e.g. ELTAU, MELTA, IATEFL, IATEFL BESIG (Regular Course Fee €1100)	€990
Assignment moderation fee	€160

REGISTER TODAY, PLACES ARE LIMITED!

We look forward to welcoming you to the course in Ulm.
More Information: mike.hogan@york-associates.co.uk