

English *Plus* International Business

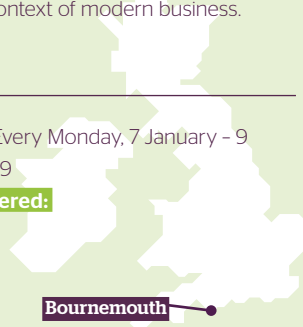
Who is this course for?

This course is designed for students who want to combine English with international business topics such as leadership, finance, advertising and competition. Develop the skills essential for communicating successfully within the international context of modern business.

Key Facts

Start dates: Every Monday, 7 January - 9 December 2019

Locations offered:



Bournemouth

Level: Kings Level 4 (Lower Intermediate)

Length: Minimum 2 - maximum 12 weeks

Lessons: 28 lessons (21 hours) per week – 20 language lessons per week (15 hours), 8 International Business lessons per week (6 hours). In addition, 6 hours (minimum) per week of independent work on course projects

Minimum age: 16

(18 for internship placement)

Average age range: 18 - 30

Maximum class size: 14

Learning outcomes:

- Develop a range of specialised business English vocabulary
- Learn to give presentations in English and take part confidently in business meetings and negotiations
- Gain understanding of how companies operate in the international business world of today

Included in the price

- 28 lessons per week
- Welcome Information Pack
- Placement test on arrival, weekly progress tests and regular homework
- Course materials
- Use of Computer Learning Centre
- Access to Classmate, the Kings online learning platform
- Wireless internet in College
- Optional afternoon enrichment opportunities
- Optional guided self-study sessions
- Accompanied visit or talk by external speaker every 4 weeks
- Two free social activities per week
- End-of-course certificate (90% or higher attendance required)

Course structure and content

In the mornings, students have General English lessons to improve the overall level of their English language. Student will cover English skills and structure in a class appropriate for their current language level.

In the afternoons they are part of a specialised International Business class. These lessons are designed to develop students' specialist English skills in relation to this field.

Skills developed

1. Language:

- Reading
- Writing
- Listening
- Speaking
- Comprehension
- Grammar
- Vocabulary
- Pronunciation

2. International Business lessons

3. Business case-studies and practical real-life skills

Learn from the successes and failures of other international organisations, and develop skills you can put into practice in the real world, through discussion, presentation and role play.

International Business

The content for the International Business element of the course can be expected to cover topics such as the below:

- **Organisations** – what makes a successful organisation?
- **Finance** – using financial terms and describing trends
- **Marketing** - marketing products internationally, and the problems this may incur
- **Risk** – why do some companies fail? Describe how to manage risks
- **Advertising** – planning an advertising campaign; the media and their methods
- **Innovation** – how is e-commerce changing our world?

Example practical activities may include:

- Employing the right candidate for the job – prepare for and role play a meeting discussing hiring a new staff member
- Give a mock sales pitch to potential investors
- Prepare and present an advertising campaign

Sample timetable (exact class times may vary, students may have afternoon general English classes in summer)

	Monday	Tuesday	Wednesday	Thursday	Friday
9.00 - 10.30	General English	General English	General English	General English	General English
11.00 - 12.30	General English	General English	General English	General English	General English
13.30 - 15.00 (Week 1)	Vocabulary: market research and product development Reading and discussion: 'Innovative Chocolate'	Grammar: describing trends Reading: The E-commerce Revolution	Speaking and listening: 'Innovation is Great'	Educational Visit: Barclays Digital 'Eagle Lab' – Eagle Labs are a community resource for inventors, innovators and mentor. 'A space to create, innovate and grow' new business ideas.	Free time
13:30 - 15:00 (Week 2)	Discussion and listening: international cultural differences	Idioms and reading: culture shock and cultural advice for different countries	Grammar: language for advice, obligation and necessity Skills: language for social situations, and culturally 'safe' topics	Case study: prepare and present a talk about the business culture in your country	Free time

Optional Internship Placement

Key Facts

Level: Kings Level 5 (Intermediate)

Length: Minimum 2 – maximum 24 weeks placement duration

Nationality restrictions: The internship placement option is open to students from the EU/EEA; Youth Mobility Visa holders (Tier 5), or those who are otherwise eligible to work in the UK (such as dual nationals)

Minimum age: 18

Placement outcomes:

- Strengthen new language skills through use in real-life situations
- Build connections and improve future employability through practical experience in the real world

Additional application documents

If you would like to apply for an internship placement after you English Plus International Business course, please also provide the following when submitting your course booking:

- A copy of your up-to-date CV/resume
- Cover letter introducing yourself and your career goals
- List of preferred industries for the placement

Students taking the English *Plus* International Business course at Kings Bournemouth will have the opportunity to take an optional internship placement at the end of their course.

An internship is a great way for students to put into practise their newly acquired English language skills in a real-life context, and also gain valuable experience of working within their chosen industry. Completing an internship placement helps students to show future employers and educators that they are capable of working within a professional environment and committed to succeeding within their chosen industry.

The Kings Work Placement Coordinator will meet each student one-to-one to discuss their internship goals, review their CV and cover letter, and provide other support such as interview preparation where necessary. Once successfully placed, students will have a visit from their Kings tutor during their placement to check their progress. Upon successful completion of the placement, students will be asked to return a written review of their experience, and will be awarded a certificate of completion and written reference from their host employer.

What's Included

- One-to-one meeting with Kings staff member to go through your CV and interview preparation
- Assignment of suitable placement.
- Follow-up visit from Kings tutor whilst on placement
- End of placement certificate.
- Reference on headed paper from employer on successful completion of placement
- Kings accommodation (with host family or in residence) for first 4 weeks of your internship placement, and accommodation for the remaining placement duration where possible.

Available industries and Sectors

See below for a list of available industries and sectors for internship placements. Please note that placement within your chosen position or sector is not guaranteed. Acceptance for a placement is dependent on students successfully completing the application/recruitment process and being offered a position by the employer.

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|------------------------|---------------------|
| → Tourism | → Human resources |
| → Hospitality | → Civil engineering |
| → Catering | → Marketing |
| → Event management | → Digital marketing |
| → Customer service | → Web design |
| → Finance and accounts | → Social media |

“ I went to Kings in Bournemouth for 6 weeks. During this time I was looking for a job in hospitality, but it was hard to get a job without experience. Finally I got a job in a hotel through the work placement programme at Kings. Anne gave me some advice and she sent my CV to a few hotels. I improved my English a lot with the guests, managers and workmates. I suggest everyone to work in a foreign country. This is where I improved my English most! ”

Sabrina Henzelmann, from Switzerland, completed an internship placement at the Marsham Court Hotel in Bournemouth after taking a language course with Kings.

“ While I had interview with HR of Mandarin Oriental Geneva I was asked about my previous experiences where I mentioned experience in Bournemouth which I had during my courses and this experience was considered appropriate. The internship helped me to understand that the hospitality industry is not an easy industry and will not be easy to handle, which I found very challenging and got even more interested in the industry. Kings Education courses, and staff engagement with courses and the industry itself, have shown me and helped me to understand what would the future look like in a very accurate way. ”

Josip Curkovic (right), from Croatia, is now completing an internship at the Mandarin Oriental Hotel in Geneva, as part of his course at the prestigious Glion Institute of Higher Education, Bulle, Switzerland.

