

Cert IBET – Certificate in International Business English Training

50hr+ Course over 10 Intensive Training Days

This international qualification is jointly validated and managed by English UK and Trinity College London

COURSE DATES: 14th – 25th May 2018 // 6th – 17th August 2018, York, UK
TRAINER TEAM: Mike Hogan & Chia Suan Chong, 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 three year's full time practical ESL/TESOL teaching experience (min 15hrs per week) over a 32-week period.

BACKGROUND & COURSE SUMMARY

For over 35 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 with other participants, 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 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.

SAMPLE COURSE PROGRAMME

Week 1	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Session One	What is Business English? Introduction to English as a Lingua Franca Business topics/sub-topics vs Business skills	Methods & Approaches: The Lexical Approach Using Corpora Using technology in the business classroom	Dealing with spoken discourse Assignment information - rubrics & guidelines. Interpersonal Skills: Moving beyond language	Methods & Approaches: Task-Based Learning Using drama in the business classroom	Methods & Approaches: Grammmaring Business skills: Negotiations
Session Two	Business skills: Socialising An introduction to Cross-Cultural Awareness	Using business texts	Business skills: Meetings & Interviews Using roleplays and simulations	Needs analysis & research Course planning	Business topics: Management & HR Coaching as an Approach

Week 2	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Session One	Methods & Approaches: Teaching Unplugged Dealing with language feedback Teaching 1 to 1	Learner autonomy learning styles, & learning strategies Business skills: Presentations	Business topics: Sales & marketing Representing yourself professionally	Business skills: telephoning ESP & EAP	Adapting General English materials for Business English Continual Professional Development
Session Two	Using case studies Business skills: Business writing & emailing	Business topics: Finance Teaching In-Company	Course book evaluation Designing your own materials	Evaluation & assessment Business Exams	Course Review Questions about assignments

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 A1/A2 (Cornelsen), and is a regular contributor of articles, exercises and lessons plans for Business Spotlight Magazine. He is TESOL Diploma qualified, is an accredited facilitator of Team Management Profile (TMSDI) and The International Profiler (Worldwork).

Chia Suan Chong (Associate Trainer, York Associates) is a Business English and Communication Skills trainer, Teacher Trainer, award-winning blogger and regular conference speaker. She has been teaching Business English training for over a decade both in language schools and within companies, with experience of working both directly for corporate clients as a freelance trainer and fully employed through a language school. She has been English Teaching Professional's resident blogger for over 6 years, and has won awards and been featured by the BBC for her writing on topics relating to language, culture and communication. She has also written for various publishers including Cornelsen and Collins. She has a Cambridge Delta and an MA in Communications.

PROGRAMME PACKAGE

Course Fee 10% discount available for members of professional teaching associations, e.g. IATEFL, IATEFL BESIG, TESOL, as well as regional Teaching Associations.	£1050
Administration and Exam fee	£150
Accommodation (standard homestay, half board, 13 nights)	£390
Total two-week programme fee	£1590

Programme Package fee includes:

- Course fee
- Training / Tuition: 50+ hours over 10 training days (2 week programme)
- Standard host family accommodation (13 nights single room, shared family bathroom, half-board [breakfast and dinner daily], 30 min to 1hr walk/bus ride from York Associates). Further accommodation options available on request.
- End of course Certificate

All programme have a Saturday or Sunday arrival with a Monday course start day.

[REGISTER TODAY](#), PLACES ARE LIMITED!

We look forward to welcoming you to the course in Ulm.

More Information: mike.hogan@york-associates.co.uk