

Business English Communication

Certificate Program Overview

BEC trains students in reading, writing, speaking and listening in a business context. To increase the student's proficiency in English, the instructor gives a number of assignments, which include reading business articles, listening to business transactions in a variety of accents, and learning new business vocabulary. Additionally, students practice their skills by discussing and role-playing business-type situations such as meetings and job interviews. They also have a chance to improve their speaking through presentations and debates. Students also get the opportunity to write specific kinds of business documents such as formal letters, memos, faxes, and emails.

Goals of the Program

- Provide students with classroom activities that develop critical and analytical thinking skills
- Give students the opportunity to speak about themselves and their careers
- Promote student creativity in business situations
- Provide students with a variety of classroom activities in which they can learn individually, in pairs and in groups

Topics include:

- accounting
- finance
- innovation
- management
- marketing
- branding
- corporate culture
- conflict resolution
- conference organization
- customer service

Note: Topics vary depending on the level of instruction and the month of enrolment.

Program Format

The program extends over a twelve week period with 360 hours of instructional time. The BEC program is divided into two courses: Business English Skills Development (BESD) and Business Dynamics (BD). BESD focuses on developing business communication skills using relevant articles, tapes, exercises and group assignments. BD is practical and conducted in the form of workshops. This is where students practice the skills which they have learnt in BESD. Through presentations, debates, negotiation cases and field trips, students develop communication skills to be used in business-type situations.



Program Levels

BEC is offered at three levels: Preliminary, Vantage, Higher.

Who Should Take This Program

BEC is for students who need a good knowledge of English to succeed in international business and commerce. An internationally recognized Business English Communication Certificate attests to a student's relevant language skills. It is evidence that students have learned English to an appropriate standard and can use it in a professional context. Ashton College's program appeals to all students because it provides a significant advantage in the job market and much greater flexibility for work abroad.

Program Benefits

Upon completion of the program, students qualify for the Ashton Business English Communication Certificate. In addition, the program also prepares students for the University of Cambridge BEC exam. Students have the option of deciding to write the exam.



Program Schedule

Certificate in Business English Communication			
Time	Month 1	Month 2	Month 3
8:30 - 11:30	Skills Development	Skills Development	Skills Development
11:30 - 12:30	Lunch	Lunch	Lunch
12:30 - 3:30	Dynamics	Dynamics	Dynamics
Breaks	There is a 15 minute break during the morning class. There is a 15 minute break during the afternoon class.		

Students are in the classroom from:
8:30am – 3:30 pm Monday to Friday.
There is a one hour lunch break between:
11:30 am and 12:30 pm.

Diploma Program

We also offer a Diploma in Business English Communication for students who want to combine the classroom experience with a work Internship.

After completing the 12 week Certificate program, a student spends the next 12 weeks in a practical work environment under the supervision of our Internship Coordinator. This is a unique opportunity for students to acquire business skills and practice their English.

Students entering this program are required to have a Student Visa on entry. Our Internship Coordinator will assist with arranging the necessary work permit

How to Apply

To apply, please contact our student advisers for an application form and supporting documents.

