



International  
House  
London

# Business & Specialist English

2016



*Language  
that works*

Bespoke multi-site training  
programmes

Learning scenarios to suit  
all professions

Experienced and knowledgeable  
language trainers

# Welcome to the Executive Centre

At International House London, we pride ourselves on offering a top class learning environment for professional people.

Our Business and Specialist English training is delivered in a dedicated Executive Centre in the heart of Covent Garden, one of London's most fashionable districts.

We have been teaching English to the world for over 60 years and we retain a thoroughly modern approach to working with our professional clients, equipping them with the essential skills they need to meet the challenges of today's world.

The Executive Centre at IH London specialises in high-impact, intensive courses, to build your confidence and skill in communicating in English.

Every course is bespoke and delivered by expert teachers, many of whom are or were business people. We frequently deliver fast-paced custom programmes for our corporate clients through both face-to-face learning and virtual training solutions. We also deliver tailored courses to our clients in their own country through organisational or company training programmes.

We can also help you get the most from the city, whether you need an exclusive hotel booking, tickets to a musical, or an accompanied visit to a famous museum or gallery. We look forward to welcoming you to International House London soon.



**Maurice Cassidy**

Director, International House London Executive Centre

Meet Maurice

[www.ihlondon.com/businessvideo](http://www.ihlondon.com/businessvideo)

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# It's all about you!



## IH London is part of a worldwide network of International House schools.

We have over 60 years' experience teaching English to adults and have specialised in courses aimed at the business sector for three decades.

We teach in the most effective way for you - taking into account both the specialist language and the soft skills that the modern professional needs in today's world.

## We can deliver your training needs:

### General

- > I want to feel more confident speaking in English
- > I want to improve my listening skills so I feel more relaxed communicating with native English speakers

### Specific

- > I want to be more effective in meetings
- > I want to present information more clearly
- > I want to make my points clearly and with more authority in media interviews
- > I want to gain a specific score in an external exam certificate, such as BULATS, IELTS or another professional qualification

### Technical

- > I need English to supervise a team of drilling engineers, for example
- > I want to develop more specialist vocabulary specific to my role

Whatever your objectives, we analyse the information you send us before you arrive and turn it into a course designed specially for you, taught by a carefully selected world class trainer.



As an educational trust, all IH London's profits are invested in better education for our current and future clients. You can find out more about our charitable work at: [ihlondon.com/ih-educational-trust](http://ihlondon.com/ih-educational-trust)

Boyoung Seol, Business English, South Korea

# At your service

**Here at IH London, we make sure your time outside the classroom is as productive as inside it.**

The Executive Centre is designed for experienced business professionals who wish to improve their English in a modern, well equipped environment.

Break-out areas are calm and relaxing, with quiet spaces for you to take calls and answer work emails if you need to.

In your class, we have a business-like, focused and dynamic approach, which will help you learn quickly.

Our helpful, friendly members of staff are here to make your stay with us as easy and enjoyable as possible.

**Special rates**  
available for 4 and 5 star hotels within walking distance of the school



## **Included in all packages:**

- > Pre-arrival testing and needs analysis
- > Booking service for airport transfers and accommodation
- > Welcome networking lunch in the Sky Lounge
- > Executive Social Programme events
- > All course books and materials
- > Complimentary hot drinks throughout your stay
- > Complimentary welcome pack and stationery
- > Personal assessment and language mentoring with your trainer
- > Advice and support with self-study
- > Free use of the centre's computers
- > High speed enterprise level Wi-Fi system with a super-fast 100MB broadband connection, free to use by you for the duration of the course
- > Sophisticated 'follow-you' free printing system which enables printing from personal devices as well as the school's computers
- > Certificate of Studies
- > End-of-course report, with CEFR level assessment
- > Free optional BULATS (Business Language Testing Service) Listening & Reading test - a set of language assessment tools from Cambridge University for business, industry and commerce.

## **Concierge service\***

- > Tourist activities
- > Chauffeur-driven airport transfers
- > Exam fees
- > Related industry visits

\*Some services carry an additional charge, please ask us for more details.

Find out more: [ihlondon.com/business-english](http://ihlondon.com/business-english)

“  
The social programme  
was an unexpected  
opportunity to continue  
practising and  
learning English.”

Dr. Camilla Cicognani, AUS Bologna



### Learn English while making friends

We have a dedicated executive Social Programme that helps you use and absorb the English language:

- > Welcome lunch
- > Tickets to London musicals at specialist client rates
- > Experience the breathtaking views from the London Eye and the Shard
- > Visit an exclusive members' club in Whitehall
- > Live BBC shows, from comedy to classical music
- > Guided walks to places of special interest in London
- > Weekend trips to the beautiful cities of Cambridge, Oxford, Edinburgh and other destinations
- > Business networking events with other clients and trainers
- > Opportunity to soak up the cultural life of London
- > Visits to the Old Bailey for our English for Law clients (The Central Criminal Court of England and Wales)

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# Create your own programme at International House London

- > Business English
- > General English
- > One-to-One English



Helen Grey, Business English, Trainer

# Your programme options:

## Executive Business English

(Group courses)

This course is ideal for highly motivated professional and business clients who want to make fast progress and improve their English communication skills and vocabulary.

It focuses on giving clients a skill-set for high-level international communication and relationship-building.

The maximum class size is six, but a class of four is the average.

### Executive Business English – typical skill development

The top five most requested topics in Executive Business English are:

1. Meetings & discussions
2. Phone & online communications
3. Business networking & socialising
4. Negotiations
5. Giving presentations & keynote speeches

## Executive General English

(Group courses)

This course takes a more general approach to English language use. It is ideal for astute professional and business clients who value the conversational skills and wide vocabulary needed to make new contacts and build trust.

The course is task-based and focuses on topics – such as the environment, politics, education and culture – chosen by you and your group. You will build your spoken confidence and fluency through intensive practice and feedback from the trainer.

The maximum class size is six, but a class of four is the average.

### Your lessons will typically cover:

- > Topic-related vocabulary development
- > Language input for discussion
- > High level listening skills
- > Grammar through correction and feedback
- > Social English and discussion skills

## Executive One-to-One Individual English

(For the individual learner)

One-to-One English learning is an ideal way to ensure every aspect of the course is focused on your needs.

You can choose the One-to-One option on its own or in combination with group courses.

For the content of your One-to-One class, choose from:

- > **Skills-based:** improve your business and professional skills in areas such as presentations, negotiations, meetings and discussions
- > **English for specific purposes:** choose the English you need for your professional field (see examples of specialist course modules on page 17)
- > **Language improvement:** develop an area you need to work on, perhaps fluency, or confidence in using the language, or for BULATS, IELTS or another international exam



## Group courses

With an average class size of four, these programmes offer expert training alongside a unique opportunity to network with fellow professionals from all around the world. They provide a valuable chance to see how others work in different environments, while sharing the experience of mastering a new language.

“What I enjoyed most was having lessons in small group classes – meeting people and sharing ideas with them.”

Marianna Vivian, Meridiana S.p.a.

Monday–Friday Number of 55 minute lessons	Mornings 9:00–12:00 (3 hrs)	Afternoons 13:15–16:15 (3 hrs)	Hours per week	What the programme gives you
<b>Business 15</b>	✓		13hrs 45mins	Business & Specialist course with a focus on developing English fluency for practical business use
<b>Business 30</b>	✓	✓	27hrs 30mins	
<b>General 15</b>	✓		13hrs 45mins	Intensive general communication course that develops the use of spoken English in social & professional contexts
<b>Business 15 + General 15</b>	✓	✓	27hrs 30mins	Business specialisation and general communication
<b>General 15 + Individual 10</b>	✓	✓ (2 hrs)	22hrs 55mins	General English communication with more time to focus on your specialist needs with just you and your trainer.
<b>General 15 + Individual 15</b>	✓	✓	27hrs 30mins	
<b>Business 15 + Individual 10</b>	✓	✓ (2 hrs)	22hrs 55mins	Business English communication with more time to focus on your specialist needs with your own trainer
<b>Business 15 + Individual 15</b>	✓	✓	27hrs 30mins	
<b>Individual 15</b>	✓		13hrs 45mins	An individual course to focus on your needs with your own private trainer. The whole course is built around you
<b>Individual 15</b>		✓	13hrs 45mins	
<b>Individual 30</b>	✓	✓	27hrs 30mins	
<b>Individual 40</b>	✓	✓	30hrs 40mins	An intensive immersion programme including lunch with your trainer(s)
<b>The English Experience</b>	✓	✓	27hrs 30mins	Intensive general communications course that develops the use of spoken English in social & professional contexts

*This timetable is an example only, content varies.*

Complete a needs analysis now: [ihlondon.com/needs](http://ihlondon.com/needs)

# The English Experience

**An intensive General English programme for small groups of eight or fewer, combining high quality training with the best this wonderful capital city has to offer.**

Supported by dynamic classroom-based teaching, this exceptional course takes participants outside the classroom and into the rich cultural environment of London.

## Course details

Minimum English level:	B1
Course length:	2 weeks
Minimum age:	21 (average age is 35)
Maximum course size:	8
Classes per week:	30
Class time per week:	27.5 hours (including activities)
Class times:	9:00–12:00 and 13:15–16:15

## Who is the course for?

This two-week course is ideal for highly motivated professional people who want a short English language course but also who want to explore the city as part of their programme.

Participants are experienced professionals who have an inquiring mind and an interest in different cultures.

## Course objectives and content:

- > To help you improve your English language skills, while experiencing the rich culture London has to offer.
- > To widen your vocabulary, enhance your listening skills, improve pronunciation and acquire learning strategies for the future.
- > To learn English in context with trainer-led visits up to two afternoons a week to places of special interest in London. These match the topics studied in class and may include the Houses of Parliament, a school, gallery, brewery or theatre.



For small groups of 8 and under

Topic	Examples
International issues	> International current affairs > Globalisation
Design	> Cities and architecture > Art and art appreciation
Food and drink	> Celebrity chefs > National cuisine comparison
Visual arts	> Television dramas > Films and cinema
Leisure	> Reading and writers > Music
The media	> The Press > The Internet
Science and technology	> New technologies > Renewable energies
London	> Institutions and infrastructure > History and development > Current issues in the city
The environment	> Global issues: Environment and sustainability > Agriculture, pollution
English in context	> Small talk and socialising > Talking about work and hobbies > Communicating on the phone > Emails and use of social media > Shopping, money, travel

Average age 35

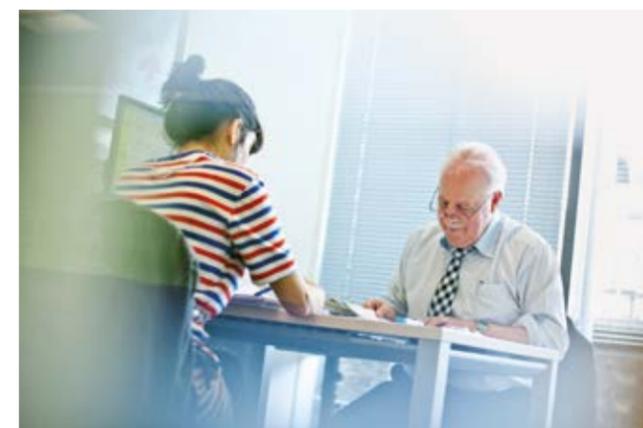
Full details: [ihlondon.com/english-experience](http://ihlondon.com/english-experience)

Elena Fedorova, One-to-one Business English, Russia.

# Specialist Course Modules

We offer a wide range of Specialist Course Modules and these can be delivered in a closed group (just for your organisation), in an individual format or in a combination.

The list on the right shows some of the most requested specialist areas to feature in our programmes. If you don't see the specialist area you need, contact us so we can assess your requirements and propose the course content that will be best for you. This is all part of the service.



## Executive Business/One-to-One: typical business areas

- > English for Business and Writing Skills
- > English for Engineering
- > English for Entertainment & Media
- > English for Finance\*
- > English for Government, Politics & Diplomacy
- > English for Healthcare, Medicine & Pharmaceuticals
- > English for Human Resource Management\*
- > English for information Technology, Telecoms and Electronics
- > English for Journalism
- > English for Law, Cambridge International Legal English Certificate (ILEC\*)
- > English for Marketing
- > English for NGOs & Non-profit Organisations
- > English for Oil and Gas Professionals
- > English for Retail & the Service Sector
- > English for Sport & Leisure Management
- > English for the Aviation Industry
- > English for Travel & Tourism

\*Small group open course available on certain dates

**Smile, you're on camera!**  
We can film your presentations and class discussions to help you learn

**NEW**

# One-to-One lessons Online

**Our new Online One-to-One Lessons mean you can benefit from our specialist trainers anywhere in the world when you finish your course at our school.**

**Work with an IH London One-to-One trainer online and you can continue to maintain and improve your English skills so you don't lose your new fluency once you get home.**

You can also use these bespoke lessons to prepare for specific business and professional opportunities, such as interviews, meetings, presentation skills, writing business reports, specialist English such as HR and law, or to study for exams, including BEC, Cambridge FCE or IELTS.

## How it works

- > You can book blocks of 5 lessons that will take place at a convenient time once your course in London ends.
- > Lessons last 55 minutes and can be taken whenever you want them between 09:00 and 20:00 UK time. Other options may be available on request, so please ask.
- > Lessons are tailored to your needs and continue from what you learnt on your IH London course.
- > We will agree the areas you want to cover before the course starts.
- > You choose the platform that suits you, from a selection including Skype, Webex, Google Hangouts and Adobe Connect.

“  
Excellent teaching, they understand my needs.”

Luco Tavecchia, Allianz

**Bespoke one-to-one lessons** – tailored to your individual needs

**Quality teaching** – all our English language trainers are native-speaker level

**Convenience** – learn in your own home or workplace, at a time to suit you

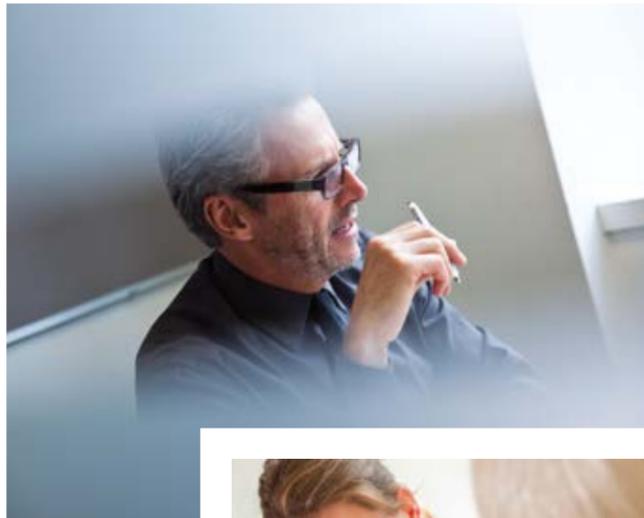


Find out more at: [ihlondon.com/online-english-lessons](http://ihlondon.com/online-english-lessons)

# Tailor-made language learning

At IH London's Executive Centre we have trained senior executives, politicians, celebrities and even royalty from around the world.

Lessons can take place either in our London Executive Centre or at a location in London of your choice, such as a 5 star hotel or embassy. Please contact us with your particular needs.



## Group services

Most of our corporate groups follow their own specialist course or curriculum. We can build a range of different 'closed group' and 'open group' programmes to meet the needs of your group.

### Closed group:

- > Your group studies together (so participants will be at the same language level)
- > We design and deliver a specialised course that includes visits to industry-specific organisations

### Open group:

- > Participants study with an international mix of executives from around the world.

## Corporate services

We offer a complete service and provide fully-costed quotations to corporate clients who require in-company level testing, organisational needs analysis and delivery of training to individuals, groups, divisions or the entire company. Please contact us for more information.

## UK sightseeing trips

We can also combine a stay in London with a specially guided tour of the UK's most popular tourist locations. Take a trip back in time exploring Edinburgh's Old Town or discover the beautiful gleaming spires of the ancient university city of Oxford. The British Isles are steeped in history and magic, with vibrant cities and beautiful countryside. An IH London course is the perfect gateway to experiencing what the UK has to offer.

“Wonderful school with high level staff. Encourages students and provides real business experience.”

Sandra Franco, Heineken Brazil

## Your speciality is *our* speciality

From meetings to negotiations and reports to presentations, our Specialist English courses prepare you and your company to operate in an English-speaking professional environment.

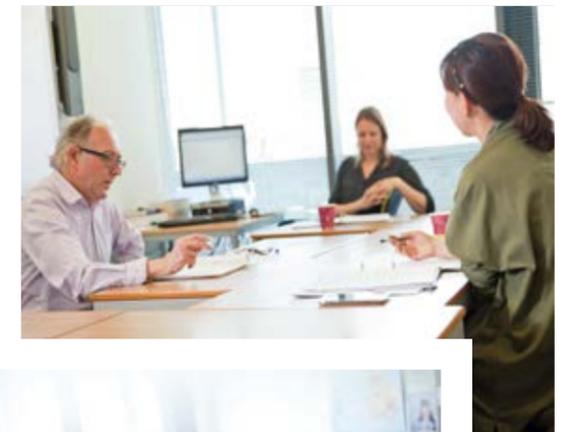
Working in small groups or individually, you will learn in an international environment alongside experienced professionals from around the world.

Our Specialist English courses can be run in small or closed groups, or for individuals who prefer one-to-one training.

They are designed to suit the needs of experienced people working in a huge range of business sectors worldwide, including:

- > International law\*
- > Human resources\*
- > Banking and finance\*
- > Politics and diplomacy
- > Medicine
- > Oil and gas
- > Information technology
- > Marketing
- > Fashion
- > Journalism

\*Open group courses also available. Specialist English programmes focus on the development of English skills suited to the working environments of the participants. Lessons provide a framework for communicating in key areas.



## What you will gain

- > Increased vocabulary range in your field of business
- > Improved understanding of English speakers in specialist and informal contexts
- > Greater confidence speaking in work situations
- > More fluency to express, discuss and analyse concepts and ideas
- > Enhanced awareness of cultural issues for international communication
- > Effective comprehension of business texts such as reports and emails
- > Clear learning strategies for the future

# Sample programme for English for Banking and Finance

	Morning (09:00–12:00)	Afternoon (13:15–16:15)
<b>Monday</b>	<ul style="list-style-type: none"> <li>&gt; Introductions</li> <li>&gt; Course content negotiation</li> <li>&gt; Mini-presentations</li> <li>&gt; BBC Financial News</li> <li>&gt; Listening and discussion</li> <li>&gt; Language work: Numbers</li> <li>&gt; Skills: Describing graphs, trends and summarising</li> <li>&gt; Homework: Read a Financial Times article</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Banking Services</li> <li>&gt; Loans and savings</li> <li>&gt; Vocabulary</li> <li>&gt; Listening: DVD – <i>The Banks That Robbed The World</i></li> <li>&gt; Language area: Agreeing/disagreeing Discussion techniques</li> </ul>
<b>Tuesday</b>	<ul style="list-style-type: none"> <li>&gt; BBC Business News</li> <li>&gt; Company Finance</li> <li>&gt; Balance sheets, Profit &amp; Loss accounts</li> <li>&gt; Exchanging information</li> <li>&gt; Report writing</li> <li>&gt; Skills: Listening (DVD) and discussion</li> <li>&gt; Analysing company annual reports</li> <li>&gt; Homework: Writing company performance reports</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Mergers and Acquisitions</li> <li>&gt; Reading: Porsche</li> <li>&gt; Skills: The Language of Meetings</li> <li>&gt; Problem solving</li> <li>&gt; Role play</li> <li>&gt; Business correspondence</li> <li>&gt; E-mails</li> <li>&gt; Setting up projects</li> </ul>
<b>Wednesday</b>	<ul style="list-style-type: none"> <li>&gt; The Stock Market</li> <li>&gt; Vocabulary – Bonds, Futures, Options</li> <li>&gt; Financial Times article share page</li> <li>&gt; Listening and discussion: DVD – <i>Million Dollar Traders</i></li> <li>&gt; Skills: Telephoning, buying and selling</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Raising Finance</li> <li>&gt; Venture capital</li> <li>&gt; Skills: Presentations</li> <li>&gt; Reading: Start-up Capital</li> </ul>
<b>Thursday</b>	<ul style="list-style-type: none"> <li>&gt; Review: Financial Collocations &amp; fixed expressions</li> <li>&gt; BBC Business News</li> <li>&gt; Macroeconomics</li> <li>&gt; International trade</li> <li>&gt; Import/export</li> <li>&gt; Role play</li> <li>&gt; Skills: Chairing meetings</li> <li>&gt; Homework: Projects</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Investment</li> <li>&gt; Article: Responsible investing</li> <li>&gt; Skills: The Language of Negotiating</li> <li>&gt; Suggesting, Compromising</li> <li>&gt; Rejecting offers, Interrupting and Clarifying</li> <li>&gt; Case study: Role play</li> <li>&gt; Homework: Summarising a Financial Times article</li> </ul>
<b>Friday</b>	<ul style="list-style-type: none"> <li>&gt; Course Review</li> <li>&gt; Current financial news</li> <li>&gt; Corporate Governance:               <ul style="list-style-type: none"> <li>• Vocabulary</li> <li>• Case study</li> <li>• Meeting</li> </ul> </li> <li>&gt; Listening, vocabulary and discussion: DVD – <i>The Olympus Case</i></li> </ul>	<ul style="list-style-type: none"> <li>&gt; Projects</li> <li>&gt; Vocabulary extension</li> <li>&gt; Presentations (filmed)</li> <li>&gt; End of course language feedback</li> <li>&gt; Questions &amp; Answers</li> <li>&gt; Recommendations for further study</li> </ul>



## Specialist trainers with business experience

As well as being qualified English teachers, many of our Executive Centre trainers have diplomas and experience from other professional areas and IH London trainers regularly speak at conferences.

Like our clients, they are highly motivated and familiar with the demands of the business world. We carefully select tutors to meet the needs and topic areas required by the group or individual taking the course.



## Exams for Business English

The Executive Centre offers highly targeted preparation for the main business English examinations. This preparation in individual lessons can be combined with any of our Small Group Courses.

We offer an optional, complimentary BULATS (listening and reading tests) end-of-course test to all Executive Centre clients studying with us for two weeks or more.

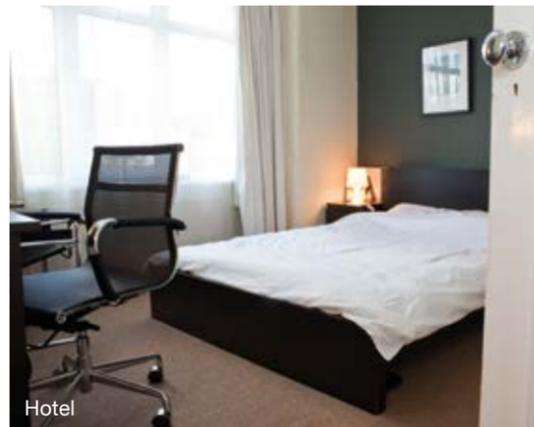


Find the business exam for you: [ihlondon.com/business-exams](http://ihlondon.com/business-exams)

# Accommodation

International House London offers four main types of accommodation: halls of residence, homestay, hotels and apartments. We are happy to help you find the right sort of accommodation for your needs, because we know that having a good place to stay will allow you to get the most from your course.

Talk to us and we will help you find the right home for you



## Halls of residence

This self-catering accommodation consists of small studios with a private bathroom and kitchen area. Other facilities, such as lounge areas, are shared. Our halls of residence, Liberty House in Clerkenwell and Prodigy Living at King's Cross, are modern, well-equipped and close to public transport links. Choose one of these residences if you want the chance to live in the centre of London with all the bars, restaurants, theatres and visitor attractions on your doorstep.

## Homestay

Homestay is where a homeowner provides you with a room in their home for the duration of your course. Homestay gives you the opportunity to live with local people and experience life in London. Hosts will chat and spend time with you, especially if you book dinner as well, and this is a great way to further practise English. Most residential areas in London are in Zones 2-6 and most of our homestay families are in Zones 2-3 and are connected by convenient transport links to central London (30-40 minutes).

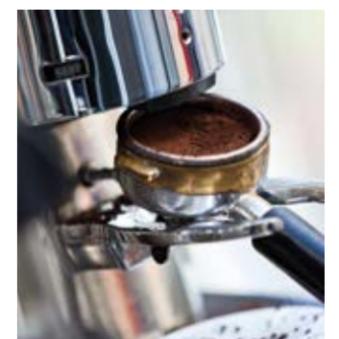


## Hotels

Four-star Kingsway Hall Hotel is five minutes' walk from the Executive Centre. Three-star Strand Palace Hotel is a ten-minute walk from the Executive Centre and close to the River Thames and Trafalgar Square. There are a number of five-star options available to our clients. We have negotiated special rates for IH London clients.

## Apartments

Studios and one-bedroom apartments are available at Citadines Holborn, a few minutes' walk from International House London. These self-catering options are finished to a very high standard and are ideal for people who wish to stay in the centre and there are options if you want to travel with family members or friends.



Please visit our website for answers to the most frequently asked accommodation questions:

[ihlondon.com/accommodation/faqs](http://ihlondon.com/accommodation/faqs)

Learn *wherever*  
you want to be

Most of our training is delivered face-to-face in our dedicated training centre in the heart of London. We can also provide a wide range of face-to-face, virtual and blended solutions to meet your needs: for individuals, or whole organisations, at your venue.



### Executive General, Business and Specialist English Delivered worldwide via International House Schools

Custom courses designed and delivered either in your company or at an International House school in one of over 50 countries worldwide (see [ihlondon.com/business-english](http://ihlondon.com/business-english) for location list). Training can be delivered in both English and the local language.

### Off-The-Shelf Corporate E-Learning programmes

International House London has its own English E-Learning portal and our academic team can recommend the best programmes on it for your level and requirements. This can help you extend your learning before and after your trip to London, to provide maximum overall benefit.

You choose the level and modules.

### Bespoke Corporate E-Learning programmes

International House London can develop self-study, teacher-led or hybrid E-Learning programmes completely tailored to your organisation's requirements.

### Online One-to-One Lessons

We'll follow you with your training wherever you happen to be that day, so you keep on track with your learning.

### One-to-One Homestay English

International House also offers high intensity, full-immersion programmes where you live and study in an English teacher's home, receiving structured one-to-one lessons in a relaxed and friendly atmosphere.

Locations available across the UK and Ireland.



Find out more about all our Executive courses: [ihlondon.com/business-english](http://ihlondon.com/business-english)

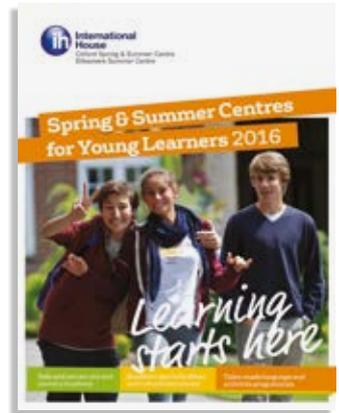
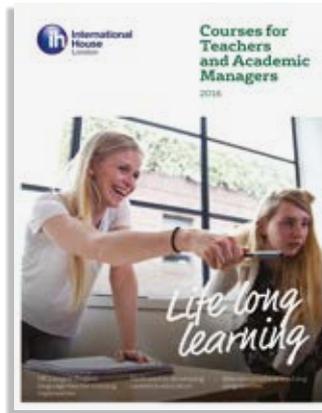
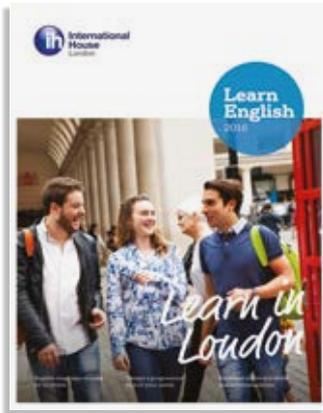
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