

Cambridge Certificate in Business English

Empowering professionals through Business English

Internationally recognised online language learning

Improve business efficiency with our engaging online course



Better Communication Better Career



Recent developments have shown how important it is for professionals to adapt, stay competitive, and build sustainable careers. Improving your business English skills, including writing, presenting, collaborating across cultures, and communicating effectively in global contexts, is crucial to developing a strong, agile, resilient skill set to increase your productivity and enhance your performance.

The traditional focus on developing job-specific language skills has given way to two emerging areas – digital fluency and 'power skills'. Power skills, formerly known as soft skills, such as communication, collaboration and leadership, are no longer 'nice to haves'. They are essential and can boost confidence and effectiveness, empowering you to rise to new challenges, embrace opportunities and lay foundations for future success.

Recent studies show that almost 9 out of 10 managers say their companies have skill gaps now or will in the next 5 years. To fix these gaps, improving skills and learning new ones should be a top priority. Our skilled **Cambridge ESOL trainers** help you build these important skills through flexible business English courses made



just for you. These courses give you the right mix of power skills to help you do well in today's always-changing, connected, and diverse work world.

Our **skilled ESOL trainers** can help you make flexible learning plans that fit your needs. These plans will give you the right mix of power skills to do well at work. Building these skills is very important if you want to work well and help your company succeed in today's fast-paced, connected world with people from many cultures.

Ravinder Singh Patwal
Commercial Development Director



Advancements like digital transformation, international collaboration, and flexible work arrangements have made effective communication and teamwork more crucial than ever before.

67%

of global companies
require English for
international roles

1/3

of businesses use
English as their
corporate language

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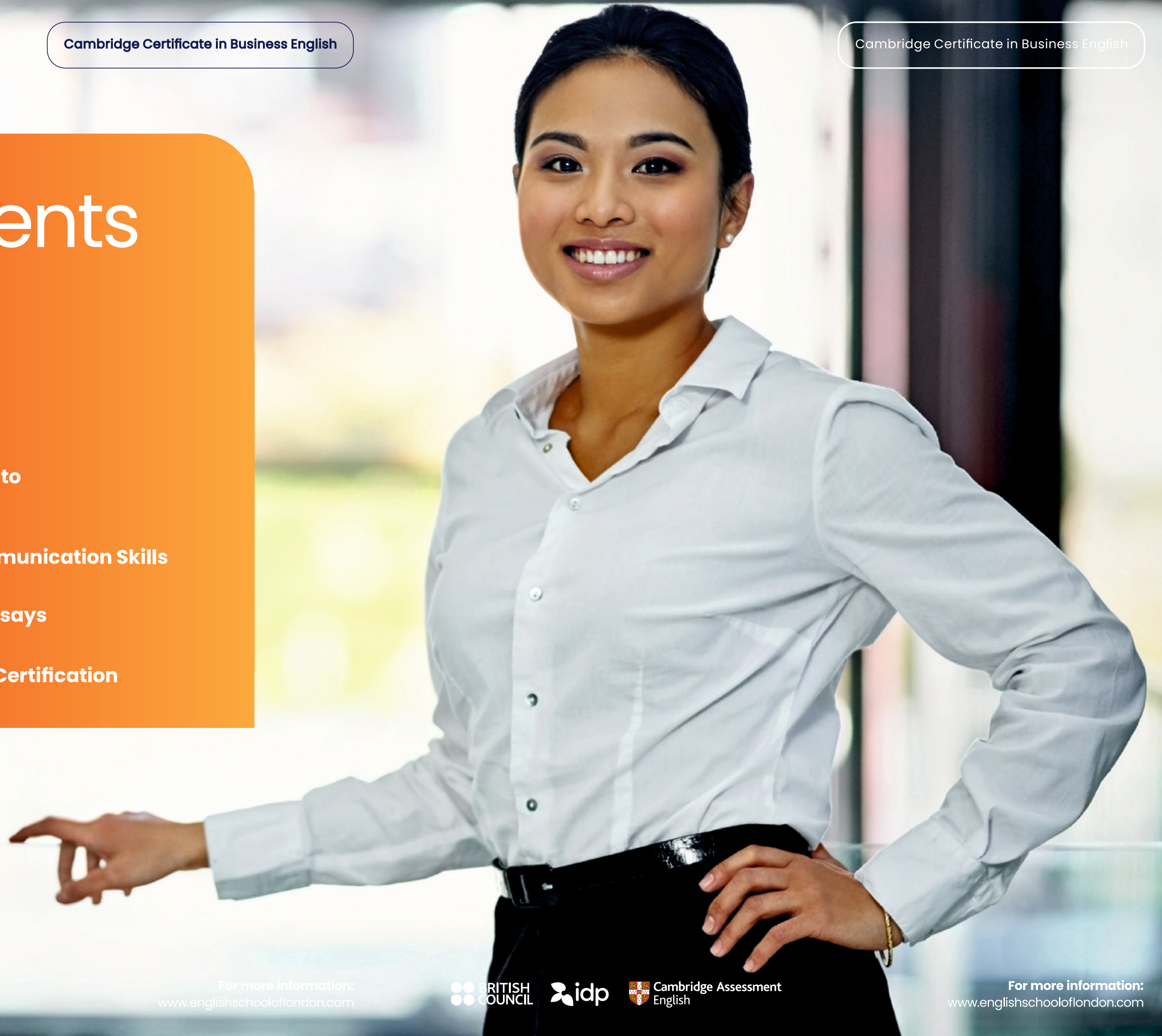
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Why choose us?

ESOL builds global connections, understanding, and trust through education, English training, and cultural arts. Empowering confidence, embracing diversity—find your true self with effective communication.

We are experts in English teaching and assessment. With over a decade of experience, we deeply understand how to help you improve your Business English skills. Our programs are designed together with companies, schools and governments around the world to ensure you get the most effective training.

Professionals who successfully complete this training will receive an e-copy of their certificate of participation along with detailed assessment scores.

What is does this course offer?

- Customized solutions tailored to your specific needs
- Effective needs analysis to really understand your goals
- A wide range of training modules covering language skills, professional communication, and key business skills
- Close consultation with global experts to create an optimized learning environment for your growth

By partnering with ESOL,

you'll build stronger Business English abilities and be well-prepared for the **Cambridge Business English exams**.

We're committed

to helping you succeed through our unique approach and worldwide expertise. Choose us and take your skills to the **next level!**

Age: 18+ (Adult Learners)

Fee: INR 34,999/-

Schedule: Flexible timing options available

(Morning/Afternoon/Evening batches) *based on seat availability

For more information:
www.englishschooloflondon.com

1.5b+

people are learning English globally, with a significant portion focused on Business English.

Source: Cambridge English, English at Work Report (Cambridge English).

400m

people use English as a second language for business purposes.

Source: Cambridge English, English at Work Report (Cambridge English).

80%

of multinational companies use English as their primary language for communication.

Source: Cambridge English, English at Work Report (Cambridge English).

Recent studies highlight Business English as a lingua franca (BELF) focusing on rapport building, clarification, and interactional skills over native-like competence.

Source: Louhiala-Salminen, L. & Kankaanranta, A. (2011). Professional communication in a global business context: The notion of global communicative competence. IEEE Transactions on Professional Communication, 54(3), 244-262.)

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www.englishschooloflondon.com

Training & Assessment

Our comprehensive training and assessment options ensure your and your team's learning needs are met, resulting in impactful workplace performance.

Corporate English Practice

This module focuses on relevant, personalised practice for professionals ensuring that learners can apply what they learn directly to their work context. It includes:

- **Working with Words:**
Building vocabulary and comprehension related to business contexts.
- **Practically Speaking:**
Practical exercises to immediately put language skills into use.

Interactive Discussion and Activities

Engage in interactive lessons that bring business English to life through discussions and video content. This includes:
It includes:

- **Talking Points**
Discussions based on interesting business concepts, processes, or approaches that students can relate to their own work.
- **Practically Speaking:**
Video lessons featuring authentic interviews with business experts and academics from Saïd Business School, University of Oxford, culminating in communicative tasks.

Structured Learning and Assessment

Benefit from a structured approach that includes targeted language points and regular assessments to track progress. This covers:

- **Language Points:**
Explicit focus on the meaning and form of target language in a business context.
- **Assessment:**
End-of-term test to evaluate language proficiency and inform training decisions
- **ESOL App:**
Includes downloadable worksheets, progress tracking, and practice activities to reinforce learning.



Skill Development Chart

Core Language Skills

Skills	Description
Describing Cross-Cultural Experiences	Develop vocabulary and language skills to describe and navigate cross-cultural experiences effectively.
Comparing Career Paths	Enhance the ability to discuss and compare different career paths using appropriate business terminology.
Discussing Working Practices	Improve language skills for discussing various working practices and methodologies in a professional context.
Handling a Corporate Crisis	Learn to communicate effectively during corporate crises, focusing on crisis management vocabulary and strategies.
Exploring Team Relationships	Develop language skills to explore and describe team dynamics and relationships within a business environment.
Discussing Factors for Success	Enhance the ability to discuss key success factors in business, using relevant terminology and expressions.

Professional Communication Skills

Skills	Description
Reporting Back on Research	Develop skills to effectively report research findings, focusing on clarity and accuracy in communication.
Managing Discussions and Sharing Ideas	Learn to manage professional discussions and share ideas confidently and coherently.
Giving Formal Presentations	Improve presentation skills, focusing on structuring content and delivering it with confidence.
Participating in Teleconferences	Enhance communication skills for participating in teleconferences, including clarity and etiquette.
Dealing with Conflict	Learn language and strategies to handle and resolve conflicts in a professional manner.
Brainstorming Ideas	Develop the ability to conduct and participate in brainstorming sessions, generating and discussing ideas effectively.

Skill Development Chart

Everyday Workplace Communication

Skills	Description
Introducing Yourself to a Group	Practice effective self-introduction techniques to make a positive impression in professional settings.
Getting Your Point Across	Learn strategies to communicate your ideas clearly and persuasively.
Showing Understanding	Develop skills to show understanding and empathy in workspace interactions.
Establishing Rapport	Enhance the ability to build rapport with colleagues and clients through effective communication.
Responding to Feedback	Improve skills to receive and respond to feedback constructively.
Using Vague Language	Learn when and how to use vague language appropriately in business contexts for nuanced communication.

Assessment Methods

Skills	Description
Summative Assessments	Tests to measure overall language skills and proficiency levels.
Formative Assessments	Continuous assessments to inform training decisions and track progress.
Impact Measurement	ESOL tools to assess the effectiveness of training programs and their impact on workplace performance.

Skill Development Chart

Training Modalities

Skills	Description
Self-Access	Learn from our complimentary Independent Study Portal iLearn , offering a wealth of self-paced learning resources perfect for after-work hours when you're not busy.
Digital Tasks on ESOL App	Combine online resources with live sessions to track progress and get a modern learning experience.
Online F-to-F Learning	Interactive live online classes with real-time feedback and engagement.
Cambridge ESOL Certificate	Earn the Cambridge ESOL Certificate upon completing our course with 70% attendance and passing the assessment .

Course Integration

- **Talking Points:** Discussion-based lessons on business concepts, processes, or approaches.
- **Viewpoints:** Video-integrated lessons with interviews and practical tasks.
- **Language Points:** Focused on the meaning and form of business-related language.
- **Practically Speaking:** Practical applications to immediately use learned language skills.

Additional Resources

- **Online Practice:** Downloadable worksheets, progress tracking, and practice activities.
- **Student's Book:** Support for flexible use in different learning contexts.
- **Viewpoint Video Files:** Stream or download video files for integrated lessons.
- **Audio Files :** Available for streaming or downloading to support listening practice.

This structured approach ensures that participants can apply what they learn immediately, enhancing their communication and performance in the workplace.

Working Together to Meet Your Needs

Our team of experts is committed to developing solutions that align with your educational goals. We utilise a four-step approach to identify skills gaps, design and deliver a customised learning program, and assess its impact. Here's how our process works for our students:

1. Needs Analysis

Objective: Understand your learning goals and challenges.

Free Consultation: We begin with a free consultation to understand your specific needs, learning objectives, and any challenges you face.

Pre-Course Assessments: Through comprehensive needs analysis and pre-course assessments, we benchmark your current skill levels, identify learning needs, and set clear, measurable goals for your course.

2. Course Design

Objective: Create a tailored learning plan based on your needs.

Course Design Our experienced course designers develop a customised learning plan that fits your specific requirements.

Options: We offer a variety of learning formats, including private classes, group sessions, and self-directed study options to accommodate your schedule and learning preferences.

3. Training

Objective: Implement the learning plan with engaging and effective methods.

Qualified Trainers: Our trainers are Cambridge **CELTA** certified in both private and public sectors and take the time to understand your context.

Interactive Approach: We use personalised content, case studies, and an interactive, participant-centered approach to maximise engagement.

4. Assessment & Certification

Objective: Ensure the learning program achieves its goals.

Assessments: We use assessments to track your progress and ensure you are on track to meet your learning goals.

Tools: Our assessment methods include bench marking, level testing, self-peer, and trainer assessments, final exams, and more.

Reporting: Regular reports and meetings help you track your progress and understand the impact of the training.





Professional communication skills

Effective, Flexible, and Impactful Skills Development

An ideal solution for students aiming to enhance their communication skills in specific professional contexts, achieving significant improvements in a short period. Our engaging and practical courses will positively impact your professional communication abilities.

Our comprehensive modules on spoken and written communication have been meticulously developed by our expert team.

We collaborate closely with educational development experts, career counsellors, and students to identify individual skill gaps. This collaboration allows us to tailor our modules into learning pathways that provide substantial returns on your educational investment. Each concise module focuses on developing a specific business English competency, which can be aligned with your personal and professional goals. These modules can be taken as intensive workshops or spread out over several weeks; our courses typically consist of 8 to 24 modules.

Our Business English course is particularly beneficial for students with intermediate to advanced English proficiency. This course is relevant for learners at various career stages and across different industries. Offered at two skill levels, students can build a solid foundation with our introductory courses and then advance to more complex communication skills. Our dedicated academic team ensures that the content remains up-to-date and relevant to the ever-changing demand of the professional world.



Spoken Communication Skills	Written Communication Skills
Describing Cross-Cultural Experiences: Develop the ability to describe and navigate cross-cultural interactions effectively.	Business Writing: Write clear, concise, and effective business documents.
Comparing Career Paths: Learn to compare and discuss various career trajectories using appropriate business language.	Editing and Proofreading: Enhance your editing skills to produce error-free documents.
Discussing Working Practices: Improve your ability to talk about different working methodologies and practices.	Email Writing: Craft professional and effective emails.
Handling Corporate Crises: Master the communication strategies needed to manage and resolve corporate crises.	Grammar Skills for Business Writing: Improve your grammar to enhance the quality of your business writing.
Exploring Team Relationships: Build skills to analyze and describe team dynamics and relationships within a professional context.	Minute Writing: Learn to write accurate and concise meeting minutes.
Discussing Factors for Success: Enhance your ability to discuss key success factors in business, using relevant terminology.	Persuasive Writing: Develop the ability to write convincingly to influence your audience.
Reporting Back on Research: Develop skills to report research findings clearly and accurately.	Report Writing: Master the art of writing comprehensive and clear reports.
Managing Discussions and Sharing Ideas: Learn to manage professional discussions and share ideas confidently.	Standard Operating Procedure (SOP) Writing: Learn to draft clear and effective SOPs.
Giving Formal Presentations: Improve your ability to deliver structured and impactful presentations	Technical Writing: Improve your skills in writing technical documents.
Participating in Teleconferences: Enhance your communication skills for effective participation in teleconferences.	Writing Skills for Managers: Enhance your managerial writing skills to communicate effectively with your team.

What Our Students Say

“

"The course helped me create stronger relationships with stakeholders, which is crucial for driving our projects forward. It also significantly improved my ability to prepare and present documents more efficiently."

Ravi Kumar, Project Manager, Infosys
(Cambridge Certificate in Business English)

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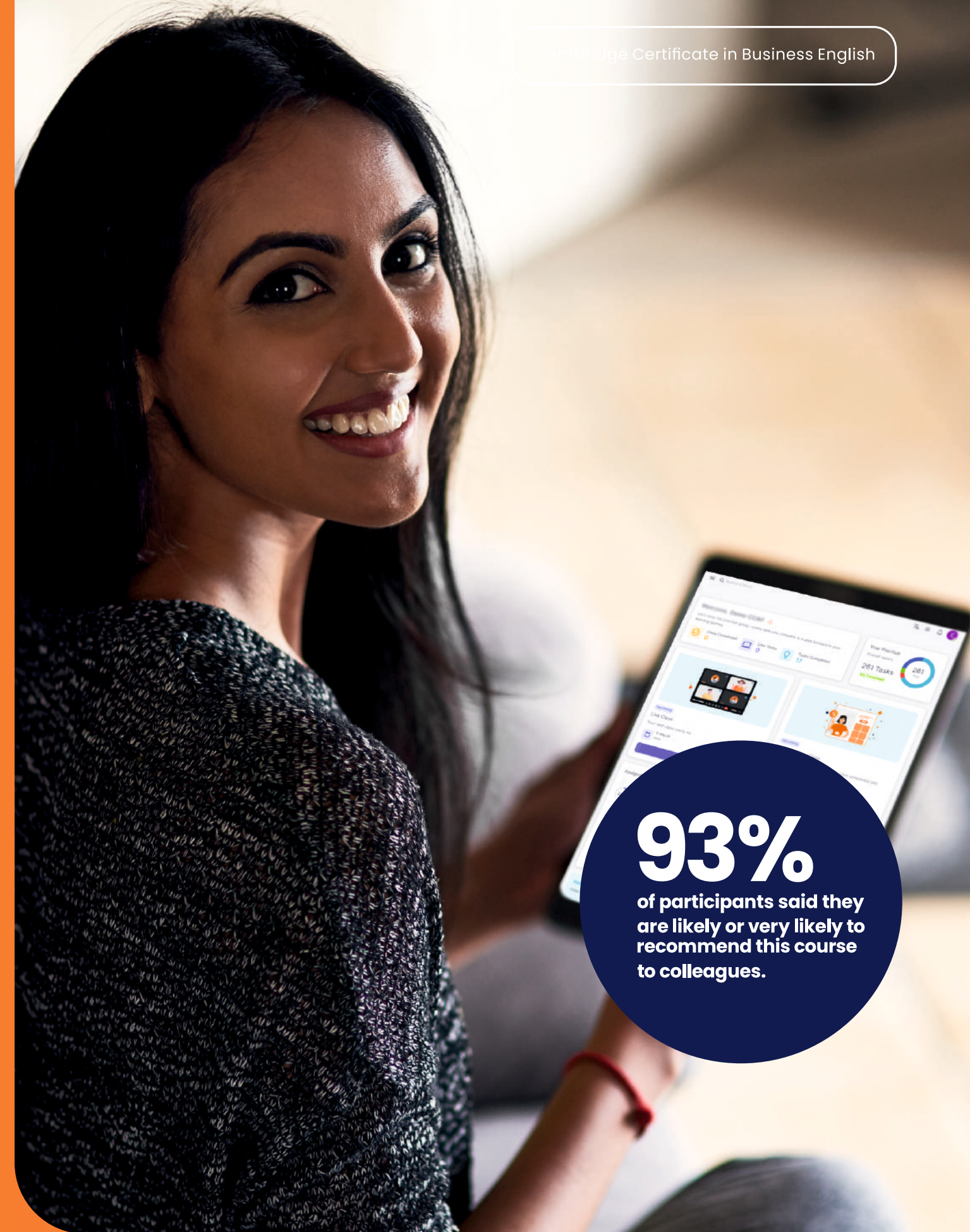
"The insights on practical theories and self-development provided by the course were eye-opening. It boosted my workplace skills and confidence, making me a more effective communicator and leader."

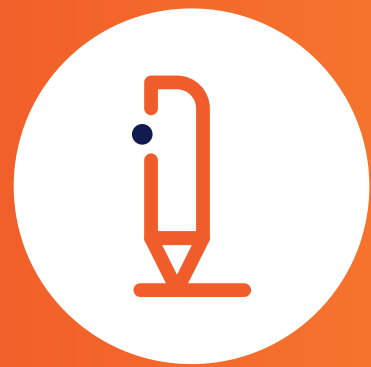
Anjali Sharma, Team Lead, TCS
(Cambridge Certificate in Business English)

“

"The instructors were highly professional and engaging. They managed to create a collaborative and interactive learning environment, ensuring all students were actively involved. This greatly enhanced my learning experience."

Priya Mehta, HR Manager, Wipro
(Cambridge Certificate in Business English)





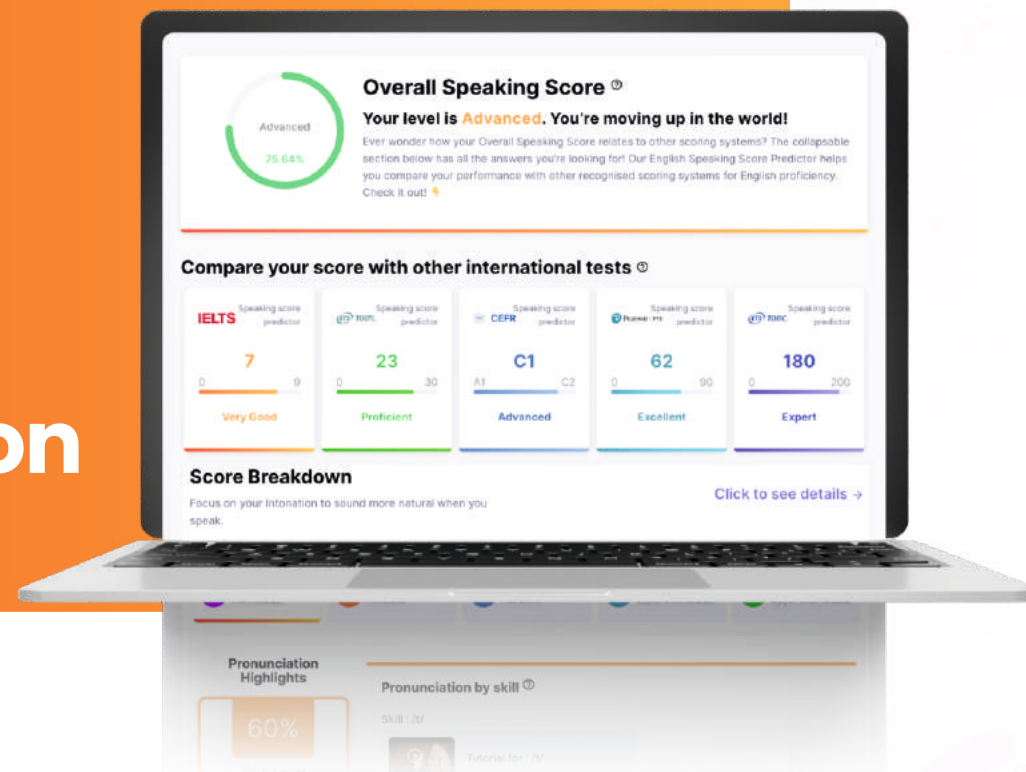
Assessment and Certification

Measure Learning Progress and Training Impact:

Our comprehensive assessment tools ensure you receive detailed feedback at every stage of your learning journey. On our app, your progress will be displayed clearly across various key parameters, with personalised feedback to guide your improvement. **Here's how it will look:**

Score Breakdown

- Pronunciation**
 Description: Evaluates how clearly and accurately you pronounce words.
- Intonation**
 Assesses your use of pitch and tone to convey meaning and emotion.
- Fluency**
 Measures the flow and ease of your speech, including pace and hesitations.
- Grammar**
 Checks your understanding and application of grammatical structures..
- Vocabulary**
 Reviews the range and appropriateness of the words you use.



Overall Speaking Score

Level Indicator: Shows your overall proficiency level, from beginner to advanced.

Comparative Scores: Compares your performance with other recognised scoring systems for English proficiency, such as IELTS, TOEFL, and CEFR.

Detailed Feedback

Personalised Tips: Provides specific advice on how to improve each aspect of your language skills.

Progress Tracking: Allows you to monitor your improvement over time, setting goals for continued learning.

[Request a demo](#)

95%
of employers consider English language skills mandatory.

(Source: Importance of English Language Skills for Effective Performance).





Approved by government of india

Want to know more?

Visit

www.englishschooloflondon.com



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ESOL

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