



LANGUAGE SCHOOLS

BUSINESS ENGLISH CERTIFICATE PROGRAM



# BUSINESS ENGLISH COMMUNICATIONS (BECOM)

- Improve your understanding of general business practices, written, oral, and computer based communications skills
- Strengthen the practical and necessary skills needed for successful English communication in the contemporary workplace
- This certificate is flexible and can accommodate a broad spectrum of professional interests

## ENTRY REQUIREMENT

ILSC Intermediate Level 2

## PROGRAM LENGTH

Two Full-Time Intensive sessions

(30 Lessons\*/Week)

\* 1 lesson = 50 minutes

UPON COMPLETION OF THIS PROGRAM, STUDENTS HAVE THE OPTION TO CONTINUE WITH:

- Media and Marketing Certificate Program
- Advanced ESL business courses
- Volunteer Internship Program
- Work Experience Program (paid internships)
- Business Management Certificate Program
- Hospitality Management Preparation Certificate Program

Availability of course is subject to student enrollment.

Certificate completion may vary depending on student progress.

## PROGRAM IS AVAILABLE AT

ILSC-Vancouver

ILSC-Toronto



## SESSION ONE

AM

3 HOUR CLASS

PM

1.5 HOUR CLASS

### REQUIRED COURSES

#### BUSINESS ENGLISH 2

AM

Gain basic insights into business topics such as business structure, vocabulary, communications, meeting and negotiation skills.

#### ADVERTISING MEDIA

PM

Focused on the commercial advertising industry. Students will review, discuss and analyze global TV commercials and advertising trends. The primary focus of the class will be centered around commercial advertising production as students write, direct and film their own short TV commercial.

#### PUBLIC SPEAKING

PM

Master the secrets of effective public speaking. You'll learn speech organization, delivery techniques and listening skills.

## SESSION TWO

### CHOOSE ONE OF THE FOLLOWING AM CLASSES

### REQUIRED COURSES

#### E-BUSINESS AND WEB DESIGN

AM

Build a framework of e-commerce knowledge, conducting online market research and writing an E-business plan. You'll master a web editing program and build your own website.

#### ADVERTISING AND DESIGN

AM

This hands-on course will teach you the principles of effective advertising and the power of imagery in the marketplace. You'll learn basic image editing and advertising design in Photoshop.

#### BUSINESS INTERVIEW SKILLS

PM

You will work on personal employment goals and profession-specific vocabulary. The primary focus of the class, however, is interview skills; in person, online and over the phone. You will be videotaped and critiqued with the object of improving professional presentation, pronunciation and language skills.

#### BUSINESS WRITING SKILLS

PM

Gain skills in written communications, business proposals and writing for the web. You'll develop expertise in resume and cover letter writing as well as report writing.

© Copyright 2012



EDUCATION GROUP

EMPOWERING THROUGH EDUCATION

WWW.ILSC.COM

LANGUAGE SCHOOLS

COLLEGES

TEACHER TRAINING

CORPORATE TRAINING

CONTINUING EDUCATION

CANADA: VANCOUVER, TORONTO, MONTRÉAL INDIA: NEW DELHI USA: SAN FRANCISCO AUSTRALIA: BRISBANE, SYDNEY

ILSC.VAN.TO.12.11.1017