

4b Business language

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Read the role card and client information.

Role: You work for a consultancy, advising corporate clients on effective language learning programmes. Your client has asked for help in planning next year's programme. You have short-listed three major providers interested in tendering for the contract.

Client information: a large bank in Germany based in Frankfurt with branches worldwide. They have a large budget for training, but want tangible results. Potential students around 300: mid-level management (about 140), sales force (about 160). Range of levels from elementary to upper intermediate. Previous problems encountered:

'We used a CD-ROM program but it was boring.'

'The students went to lessons early in the morning or after work and they were tired.'

Group A

Bizlangue

Bizlangue is the world's premier business and professional English language training organisation, offering both individual and small group courses. Participants obtain maximum benefit from our residential centres in the US and the UK. Use and practise the language every hour of the day!

The benefits of taking a course with us are many, and include the opportunity to meet and study with professionals from all over the world. Our client list is

impressive and includes students from 35 countries. We provide a truly international environment!

All centres, three in the US and two in the UK, are externally inspected and we guarantee the highest standards in professional training. If you are serious about learning English for business, choose Bizlangue.

Costs: around \$1,750 per week, including materials.

Group C

Languages Worldwide

Established 35 years ago, we are the world's largest training organisation for business English, with schools in 50 countries.



We come to your workplace to provide a full language audit. We do an individual language needs analysis and a full placement test.

Both one-to-one and group training are available. We organise lesson times to suit you. One- to five-day seminars focus on business skills: presentations, meetings, negotiations.

All course materials provided and all our teachers are fully qualified.

Competitive prices available: £450.00 per person for a 10-week module.

Group B

COL (Courses Online)

Learn from the convenience of your workplace or home. In the start-up lesson in our virtual classroom, you meet your personal tutor online. He or she will work with you throughout the course.

Study online or download the material and study offline at home, at work – wherever, whenever you want. 24/7 is our motto. Send e-mails and voicemails to your tutor and then receive corrections and comments. Chat to other students on your course, post messages. Practise speaking with your tutor in every module by phone.

Our business material is always up-to-date. It is written by experienced and qualified teachers.

Competitive prices. Full technical support available during the course. € 500 per person annual licence fee.

