

Continuing Education Certificate in PROFESSIONAL BUSINESS ENGLISH

(Programme Code : 92019)



Continuing Education Certificate in Professional Business English

Introduction

In today's tight job market, you need to equip yourself with a wide range of work-related skills in order to remain competitive. Many of these skills require you to have a high proficiency in the English language, especially if you work in a business setting. **Continuing Education Certificate (CEC) in Professional Business English** will equip you with the skills you need to function effectively in a business environment. In addition to upgrading your business English skills, this course will help prepare you to sit for the International Benchmark Pitman English Examination.

This CEC programme has been approved as a reimbursable course under the Continuing Education Fund (CEF). Eligible students who have successfully completed the programme with the minimum of 70% attendance, achieved a minimum of 50% on the internal assessment and passed the International Benchmark English Examination "Pitman Examination of English for Business Communications (Level 2) Written Part (EBC 2) can obtain reimbursement* of 80% of the programme fee and examination fee.

* A claim for reimbursement of the fees for benchmark tests / examinations will only be entertained if it is accompanied by a claim for the relevant language course.

For details of the Continuing Education Fund, please visit the following website: <http://www.info.gov.hk/sfaa/cef/>

Course Structure

This 150-hour programme consists of 4 areas of focus, all of which are dealt with in a business context. The four areas of focus are: oral presentation skills (30 hrs), grammar for business communication (45 hrs), conversation skills in the business world (30 hrs) and reading & writing skills in a business context (45 hrs). The programme will be interactive in nature, with an emphasis on frequent practice of desired objectives and timely and detailed feedback on how well a task has been accomplished. Participants will be encouraged, whenever possible, to use their own work environment as input into the teaching / learning cycle.



Programme Content

(A) Oral presentation skills (30 hours)

Participants will learn and practise all the essential components necessary to give a successful presentation. Areas covered will include, among others, effective beginnings, appropriate style and level of formality, creating a good atmosphere with the audience, ending strongly and answering questions in a suitable manner.

(B) Grammar for business communication (45 hours)

Participants will learn and practise the most common grammatical features typical of business English for this level and also learn to avoid the most common errors made in the Hong Kong business setting.

(C) Conversation skills in the business world (30 hours)

Participants will improve their oral / aural skills by engaging in numerous activities which require them to use clear and concise English to accomplish a wide range of business-related tasks. Case studies may be used as a way to practise and improve their English in a relevant and mature manner. The most common and useful functions of English will be the focus (e.g. describing your company / department; being polite but firm; reacting to suggestions; expressing concern or worry about something).

(D) Reading and writing in a business context (45 hours)

Participants will learn to write, in an appropriate form and style, the most common types of business documents for this level of English competency. They will use, whenever possible, real samples of the tasks they are asked to accomplish in their current jobs. They will share their work with other participants to strengthen their overall foundation for more complex reading and written tasks. Extensive feedback from both the instructor and other participants will be a feature of this area of focus.

Professional Recognition

This CEC programme will help prepare you to obtain the International English Benchmark Examination Qualification by sitting for the Pitman examination of English for Business Communications (Level 2) Written Part (EBC 2).

Assessment and Award

Assessment for the programme will be by a combination of coursework (70%) and final exams (30%). To pass the programme you must achieve an overall grade of at least 50%. In addition, a minimum of 70% attendance is required to be eligible for successful completion of the programme. Successful students will be awarded the Continuing Education Certificate from the School of Continuing & Professional Education, City University of Hong Kong.

Instructors

Your instructor will be either a native speaker of English, or will have near native or native-speaker English ability. In either case, he / she will be experienced and have a relevant qualification in teaching English as a second language.

Medium of Instruction and Teaching Materials

English will be used throughout the programme and students **will be required to buy a textbook**. Handouts will also be provided and are included in the programme fee.



Programme Dates, Meeting Times and Venue

Duration	: 150 hours (50 meetings)
Start Date	: 1 September 2009
End Date	: 2 March 2010
Meeting Times	: 6:45 pm - 9:45 pm (Every Tuesday), 2:30 pm - 5:30 pm (Every Saturday)
Venue	: SCOPE Learning Centre (Kowloon Tong) or other designated SCOPE Learning Centres

Admission Requirements*

To be eligible for admission, applicants should meet at least one of the following criteria:

- HKCEE with grade C or above in English Language (Syllabus B); or
- HKCEE with Level 4 or above in English Language (applicable to 2007 HKCEE or beyond); or
- An overall Band Score of 5.5 or above in an official IELTS test; or
- A pass in "Pitman Examination of English for Business Communications (Level 1) Written Part (EBC 1); or
- A mature applicant of at least 23 years of age by the start date of the course

* Applicants may be asked to sit for a written test and / or an interview.

Fees*

Application fee : **HK\$140**, non-refundable

Programme fee : **HK\$12,000**, to be paid upon admission

* There will be an additional fee for the International Benchmark Pitman English Examination.

Closing Date for Application

17 August 2009

Enquiries

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