



Cambridge 
Academy of English

quality English teaching since 1975

Business & Professional English Courses



Accredited by the
 BRITISH
COUNCIL
for the teaching
of English in the UK

English for business people,
professionals & lawyers 2020



A personal welcome



John Barnett
Principal

Dear Student of English,

The Cambridge Academy of English was founded in 1975 and, since its opening, many thousands of people of all ages and from more than 75 different countries have studied at CAE. At CAE you will find a friendly, caring and hard-working environment that is ideal for serious study. We are located in a comfortable and very secure residential area on the outskirts of Cambridge (15 minutes by bus from the centre of this world-famous university town), and all our homestays are within easy reach of the school - normally within walking distance.

For us, each CAE student is special and different, with particular needs and objectives. We are small enough for every student to be important as an individual, but also big enough to provide a wide range of courses and levels.

If you need further information, please contact us at CAE or contact a CAE representative in your country, who will be able to give you information particularly suited to your country and personal circumstances, normally including travel arrangements.

Looking forward to seeing you at CAE!

John Barnett BA(Hons.), Cert TEFL, ADELTM

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Business & Professional English Courses

English for Business people, Professionals and Lawyers

Your problem

Your company is breaking into important foreign markets. Your employer has developed a new English-language-only policy. Your change of job means more international travel. Suddenly, effective English skills are not a wish, they are a must ... but you have very little time, and you lack confidence in using English.

Our solution - English with Confidence

An effective course of business, professional or legal English which ... you can follow for as little as one week ... you can start on any Monday ... practises again and again the skills you need in English ... allows you to practise your skills with professional people from other countries and cultures ... is taught by qualified teachers who understand the professional world ... boosts your confidence.

"It is estimated that 20% of all business opportunities in this country are lost through one or other party not having sufficient English."

A leading Belgian trade magazine



What kind of English do you really need?

You probably know most of the technical terms of your job already.

But what about the key skills of general communication in the business and professional world:

Asking complicated questions // moving from one subject to another // interrupting politely // disagreeing politely // refusing politely // apologising for a mistake // expressing support for an opinion // taking questions // responding to humour // closing a meeting // linking different points in a presentation // asking people to repeat themselves // introducing strangers to one another // expressing an interest in someone else's opinion // handling fast-moving phone calls // complaining about poor service // negotiating a good price ...?

In fact, over 90% of the needs of all our clients are for fluency and confidence in spoken English of the kind that is common to most business and professional positions, rather than for very technical English, or for very specialist English. This means training not just in using the 'right words' but also in pronunciation and intonation. These are all dynamic skills, and we have found that the most effective way to learn them is in a small group and / or 1:1.

See over for more information





Business & Professional English - Our range of courses

English for Business people, Professionals & Lawyers

Our courses develop your confidence and fluency. They are:

Intensive

Small groups (maximum 4 clients per group) - Minimum 25 hours per week - Optional additional 1:1 classes to create a 30-hour programme - Opportunity for private study, including on Sunday afternoons.

Flexible

You can start any Monday - You can study for one week or more - You can study in a small group - You can study both in a group and individually.

Professional

All students are mature working business people and professionals from a variety of industry sectors - A centre dedicated only to business and professional English - Our students come from all over the world: perfect for networking - Mature, qualified teachers with varied business and professional backgrounds.

Effective

Many companies regularly send us their staff for training - People often come back for a repeat refresher course - Student satisfaction is 99%, with exceptionally positive feedback - Students taking international exams can achieve excellent improvements in their scores.

Clients

Companies and organisations from South America, Europe, Africa, the Middle East and Asia trust us to teach their staff quickly and effectively.

Industry sectors include law, banking, finance, accounting and auditing, IT, engineering, energy, manufacturing, medicine, science, food production, hospitality, fashion and jewellery, education, local and national government, the armed forces, and transport.

Choose your course:

Small Group

25 full hours in a group of up to four participants of the same level. Choose this course if:

- your English is pre-intermediate level or above;
- you want to practise taking part in meetings, negotiations and group discussions;
- you enjoy working with other people and learn well in a group.

5 Plus 1 Combination

25 full hours of lessons in a small group and five hours one-to-one with a teacher. The individual training gives students a chance to consolidate their day's work or to address their specialist needs. Choose this course if:

- your English is pre-intermediate level or above;
- you want to practise taking part in meetings and negotiations;
- you enjoy working with other people and learn well in a group;
- you would like some individual help at the end of the day.

50:50 Combination

12.5 hours in a group and 12.5 hours 1:1 with a teacher.

Some students need English skills that can be practised best in groups, such as meetings or negotiations. The same students may also have specific needs that are better dealt with one-to-one with a teacher. This option allows such students to divide their day half-and-half between a small group and one-to-one.

Choose this course if:

- your English is pre-intermediate level or above;
- you want to practise taking part in meetings and negotiations;
- you enjoy working with other people and learn well in a group;
- you want to spend half your day in a group and half one-to-one with your teacher;
- you want to concentrate on specific topics or skills e.g. English for marketing.

Individual Training

25 or 30 hours a week 1:1 with a teacher.

In this option, students work individually with a teacher. This is for students with specialised training needs, from beginner to advanced level. One-to-one lessons may develop the English for a certain profession or they may focus on a specific task, such as preparing for a forthcoming conference.

Choose this course if:

- you want to concentrate on special topics or skills e.g. English for finance;
- you are preparing for a specific event e.g. a conference or a training session;
- you want to concentrate on writing practice;
- you are a beginner or if your English is very advanced.



Business and Professional English - Case studies

Three cases - three solutions

Let's look at three students who study together in one of our **Small Groups**. They all have a lower intermediate level of English.

- **Andreas** is a sales executive working for a manufacturer of office equipment based in Germany. His boss has decided that foreign sales must be developed, and has organised for Andreas to represent his company on a stand at an international fair in Essen. Most visitors to the fair will speak no German. The fair is in six weeks.

Andreas has not studied much English since school. But in six weeks he will need to welcome people to the stand, find out what they need and hold their interest as he explains his company's products.

- **Alessandra** runs a successful public relations firm in Milan. Her company has been hired by a large Italian oil company to improve its image in Italy and abroad. This will involve liaising with foreign subsidiaries all over the world, and the language she will have to use is English.

Alessandra's principal worry is that the wrong use of expressions or idioms could lead to her being misunderstood, and accuracy is vital for her.

- **Pawel** is a senior officer in the Polish police. He is shortly to head a series of seminars in Warsaw aimed at improving links between Poland and neighbouring countries. Representatives of the Swedish, German and Czech police will be attending, and the official language of the seminars will be English. This will be an entirely new experience for Pawel. It is essential that the seminar runs without costly and time-consuming misunderstandings caused by poor communication in English.

Three very different cases?

Not really. Their backgrounds are different, but the tasks that Andreas, Alessandra and Pawel face are quite similar. They all need the ability to question, answer, agree, disagree, request, refuse a request ... and to understand other people doing the same ... in fast-moving situations. And their very different professional experiences will simply make their Small Group activities all the more interesting and lively. But ... their requirements are not exactly the same ...

- **Andreas** uses German sales literature to illustrate features of the equipment he is selling. His communication skills will benefit greatly from his 25 hours training within his group, but he also plans to book one hour per day of individual (1:1) lessons. His teacher will use this time to help Andreas explore ways to exploit his sales literature in his oral presentations.
- **Alessandra** finds certain English sounds quite difficult to produce. She will also need some special individual (1:1) training to help her overcome differences in the rhythm of Italian and English speech.
- **Pawel** has difficulty asking questions in English – the grammatical structures are very different from Polish! His teachers will set some homework assignments that will help him improve his questioning skills. Pawel will be able to take advantage of the Study Centre at Cambridge Academy of English to carry out these assignments – a solution which avoids the need for extra 1:1 training.

Sample Day - 5 plus 1 combination

8.00	Breakfast at homestay	14.00 - 15.30	Group training – business and professional English skills – video conferencing
9.00 - 10.30	Group training – activating language, problem solving and practising future forms	15.45 - 16.45	Individual training – further fluency practice and correction
10.30	Coffee break	17.00	Private study at executive homestay – preparing an article for tomorrow's group
11.00 - 12.00	Group training – fluency practice and how to present information	18.15	Dinner at homestay
12.00 - 13.00	Group training – better understanding – listening for specific details using a DVD	19.30	Private study – watching a DVD with subtitles
13.00	Lunch	20.30	Social activities – pub evening with fellow professionals



Business & Professional English - English for Lawyers

English for Lawyers

English for Lawyers has been a speciality at Cambridge Academy of English for many years, with teachers selected for their considerable knowledge of the subject, very often from having trained or worked in the legal field.

In many ways legal English is very different from other kinds of Professional English – it not only has its own specialist terms, but also a whole style of speaking and writing that is only used in a legal context.

However, lawyers will also need the same skills of everyday communication in English as are used by other professionals working internationally.

Therefore, we usually recommend that students needing training in legal English should follow our English for Lawyers 50:50 Combination Course or our English for Lawyers 1:1 Course.

English for Lawyers 50:50 Combination Course

The course comprises 12.5 hours of 1:1 lessons with 12.5 hours in an international small group.

The 1:1 element

The course is designed to suit the individual, and the student is involved at all stages in making sure that we provide the language and skills required. Our experienced teachers are able to provide specialist teaching in areas such as contract law, company law, financial and tax law, intellectual property law, and employment law, as well as skills such as negotiating, meetings and letter-writing.

The small group element

You will be able to practise the all-important general business communication skills in English needed by any professional.

English for Lawyers 1:1 Course

Many lawyers want a more intensive course with additional emphasis on the legal component of the course. We will discuss with you how you would like to divide your time between legal and business skills, and you will work throughout the day on an individual basis with your teachers on whichever skills you require.

English for Lawyers course content

Typical legal English topic areas include:

The Language of Commercial Law

- The legal status of companies
- Setting up companies
- Articles/Memoranda of Association

- Company activities as legal entities
- Powers and duties of directors
- Balance sheets
- Company case studies and litigation (leading civil court cases)
- Stocks and shares
- Mergers and acquisitions
- Insolvency/liquidation

The Language of Contracts and Agreement

- Necessary features of contracts
- Contract types
- Drafting
- Use of boiler plate clauses
- Implied/explicit clauses
- Damages or remedies for breach
- Case studies
- Linguistic manipulation of real examples
- Letters before action
- Direct language and skills work on appropriate vocabulary, grammar, writing, newspaper and article activities

Other Aspects of Civil Law and Associated Language

- Employment Law
- Land and Property Law
- Maritime Law
- Further aspects of litigation (e.g. advocacy, procedure)
- International Law
- The Law of Trusts
- Law related to Banking and other financial areas
- Formal letter writing
- The language of Criminal Law (if required)
- The English Legal System in general

Typical business and professional English content includes:

- Practising taking part in meetings, discussions and negotiations;
- Learning how to argue persuasively without appearing rude or aggressive;
- Participating easily at informal events such as parties and dinners;
- Practising making presentations to an audience;
- Developing your skills in asking and answering questions on legal and other issues.



Business & Professional English - Around the clock

English for Lawyers

Meet two of our students:

- **Jerzy** is a corporate lawyer. Most of his work involves representing companies developing shopping centres, sports venues or office blocks. He knows the English of his field well, but felt he needed more general business English, a grammar review and practice with negotiating language. Jerzy chose the English for Lawyers 50:50 Combination Course.

In the group he discussed a variety of topics, conducted negotiations, and revised his grammar. In his legal English sessions he worked on the language and structure of share sale agreements and documents for company mergers and acquisitions. These covered requirements for due diligence, conditions for agreements, and warranties and indemnities for purchaser protection.

- **Andrea** works in the legal department of an Italian mobile-phone company. Her work involves advising the company on European and local planning and environmental law in areas affected by the company's operations. Andrea opted for the English for Lawyers 50:50 Combination Course.

She knew she had gaps in her general business vocabulary and needed to practise her listening skills, especially in group discussions. She also needed useful phrases for giving presentations. She was given ample practice in her two weeks in the group. In her individual sessions Andrea worked on criteria for the assessment of the environmental impact of her company's activities.



Business and Professional English around the clock

The Professional Centre itself

Our Professional Centre is located on the top floor of the Cambridge Academy of English's historic building. All areas are provided with wifi and AV equipment. There is a spacious student lounge with free hot drinks, daily newspapers, a well-stocked bookcase and ample seating. FREE lunches are included and taken in the cafeteria on the ground floor. The atmosphere is mature and business-like.

Your accommodation

We strongly recommend you stay at one of our executive homestays. These have been chosen specifically for our Professional Centre students, and all offer an excellent half-board service close to the Centre (with private bathroom facilities on request). Alternatively, you might wish to stay in one of several good-quality hotels available in Cambridge. We can arrange for you to be met at the airport and taken straight to your accommodation.

English 'after hours' - your free time

We offer a subsidised programme of social events which you can take part in if you wish. Three very popular activities are: pub evenings, theatre trips, and during term time visits to King's College to hear the famous choir. These will help you to practise your English in a relaxed and spontaneous atmosphere.

Private study options

In addition to the time spent in class, you will need to spend some time each week studying alone. This may be to address specific weaknesses or to prepare a presentation. The Professional Centre is open between 8.30am and 5pm on weekdays. The Cambridge Academy of English Study Centre is open on Sunday afternoons.

Cambridge Academy of English

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