



## THE CONSULTANTS-E



# CertIBET Course Brochure

Language teachers need increasingly specialised skills and knowledge to be able to work effectively with business English clients. Companies (and their Human Resources Departments) increasingly expect business English trainers to be highly skilled and well qualified. The online CertIBET: Certificate in International Business English Training gives you the skills, knowledge and confidence to use a range of approaches, techniques, technologies and tools with your business English clients, in a principled and effective manner.



The CertIBET is an internationally recognised certificate, validated by English UK, awarded by LanguageCert and quality assured by Aqueduto. The course is for teachers and trainers of English who hold an initial ELT/TESOL qualification. If you have already started your ELT teaching career, and wish to further enhance your skills and expertise in the delivery of business English training, the CertIBET is the ideal course for you.

The CertIBET is suitable for teachers of business English (BE) worldwide, whatever your level of experience in BE teaching. It is also aimed at general English teachers who may want to become involved in BE teaching. Whether you teach one-to-one, in-company, at a Business Studies college or university, or in any other BE context, and whether you are new to BE teaching or not, you will leave this course with a clear idea of what BE teaching entails, and plenty of new ideas, tools, approaches and techniques to use with your own BE clients.

*"At first I thought that online learning was a mediocre solution for people who are too busy and cannot travel to study. But this course turned out to be so successful that I now think that if it had been delivered in a conventional way in a classroom, it wouldn't have been so intense, so packed and so efficient."*

## How does the course benefit you professionally?

**Develop your professionalism.** The CertIBET is an international qualification jointly validated by English UK, awarded by LanguageCert and quality assured by Aqueduto. It adds to your language teaching qualifications and enhances your CV.

**Increase your employability.** The CertIBET increases your employment prospects by developing your skill set and helping you to teach business English more effectively.

**Update your teaching.** The CertIBET gets you up to speed with current approaches to teaching business English, and increases your teaching repertoire with a range of exciting new activities, techniques and tools.

**Stand out from the crowd.** Our online CertIBET includes a focus on how to integrate learning technologies effectively into your business English training in a principled manner, giving you a clear competitive edge over other business English trainers.

**Join the community.** Our online CertIBET gives you the skills to join the growing numbers of business English trainers who use technology effectively to offer online and blended options to their clients.

**Secure your future.** Our CertIBET gives you the tools to keep abreast of new developments in business English training, ensuring your future teaching prospects.



Since 2003, we've trained thousands of teachers around the world to use EdTech successfully in their daily practice. Our courses are recognised by Cambridge, English UK and Aqueduto.



## Tech Requirements

In terms of hardware and software, you need:

- An Internet connection, preferably broadband
- A headset (preferably with a USB connection)
- A webcam (your computer should have one)
- An up-to-date browser
- Adobe Acrobat Reader
- An up-to-date media player
- A word processing package



## Overview

The CertIBET: Certificate in International Business English Training aims to meet your needs as a business English trainer by enhancing your skills and expertise, increasing your employability prospects in the sector, and improving your ability to deliver a quality product to potential clients. The CertIBET course looks at a range of essential principles, skills, techniques, tools and resources for teaching business English.

### The aims of the CertIBET are:

to build your confidence, knowledge and understanding of business English in order to further your career.

to help you understand, identify and respond effectively to the communication and language needs of learners and organisations.

to help you develop and deliver BE programmes that produce effective and measurable outcomes in addressing the communication and language needs of learners and organisations.

to show you how to select, employ and evaluate a range of methods, approaches, materials, resources and techniques appropriate to varied business English contexts.

to deepen your understanding of the changing nature of international communication and enhance your opportunities to participate effectively in the global workplace.

to develop your familiarity with the concepts, skills, lexis and discourse of business and professional English.

The course is hands-on and firmly based in your own teaching practice. You leave the course confident not only in using a range of tools and techniques appropriate to working with business English clients, but also with an increased awareness of broader issues at play when teaching business English.

## Our Tutors

Our tutors are highly qualified and experienced language teachers and trainers, with years of experience of moderating online teacher training courses. All our tutors have language teaching backgrounds (e.g. teaching general English, business English, ESP, primary and secondary-school learners, one-to-one, and teacher training) and have worked in a range of contexts and countries. Many of our tutors are prize-winning methodology and coursebook authors and materials writers. Feedback for the tutors on all of our courses is consistently excellent, and they are experts in providing guidance and support online, as well as being highly knowledgeable in the fields of language teaching and online learning. [Find out more here.](#)

## Workload

The CertIBET takes place fully online in our specially designed mobile-compatible Moodle VLE (Virtual Learning Environment), and is offered several times a year. The ten course modules are structured around weekly deadlines, and you are in constant and close contact with your course colleagues and your tutor throughout the course. The modules are very highly tutor-supported: groups of 10+ participants have two tutors. You also attend regular synchronous (or 'real time') videoconferencing sessions with your tutor and course colleagues, to help you reflect upon and deepen your understanding of the course content.

During the online CertIBET, you are expected to spend at least 7 to 8 hours per week on online individual, pair and collaborative group work, including offline reading and reflection. Deadlines for task completion are weekly, and you can log on at any point during the week to work on the course (note that, at times, pair and group work tasks have mid-week deadlines). There are no 'fixed' times to be online to complete your weekly work, apart from regular timetabled online videoconferencing sessions; the dates and times of these are negotiated to suit everyone on the course. Some of the weekly tasks are optional, to help you with the workload.

After completing your course work, you have a further 12 weeks in which to write and submit a CertIBET essay for assessment.



*"My expectations of the course were by far surpassed and I feel very motivated to transfer what I have learnt into practice. I have gained a lot of confidence....I cannot recommend the online Cert IBET highly enough. I think the course is perfect for people from a variety of backgrounds wishing to embark on or continue a career in Business English teaching."*



### **Workload**

The online CertIBET consists of a total of 70 hours of online training in Moodle. The course takes place over 10 weeks, and has an additional one-week break. Each week of the course corresponds to one module. Each module focuses on a key area in BE training and includes a look at key 'Business Skills' that as a BE teacher, you need to know how to develop with your learners. The course also includes four 'real time' videoconferencing sessions with your tutor and course colleagues.



## Entry Requirements

To apply for the CertIBET, you need to be qualified as a language teacher OR have at least three years' full-time teaching experience.

**Qualifications:** You must hold an initial ELT teaching certificate in ELT/TESOL e.g. Trinity College Cert TESOL, Cambridge RSA CTEFLA/CELTA or an equivalent qualification that can be demonstrated to meet the following criteria: at least 100 hours of TEFL/TESOL input, at least six hours of observed teaching practice, and external validation from a reputable awarding body (normally a university or recognised examination board)

**Teaching Experience:** If you do NOT hold an initial teaching qualification, you must have a minimum of three years' full time English Language Teaching experience constituting a minimum of 15 hours per week over a 32 week period.. Experience of business or of teaching business English is not essential although familiarity and ease with common business terminology, concepts and skills would be advantageous.

**English Proficiency:** You must be able to demonstrate proficiency in English either through holding a recognised qualification or by demonstrating equivalence to CEFR C1 (Common European Framework). Acceptable equivalents would include: LanguageCert ESOL Expert/Mastery; Trinity ISE Grade III; Trinity Graded examination in Spoken English Grade 10 or above; Cambridge ESOL Certificate in Advanced English; Cambridge ESOL Certificate of Proficiency in English; IELTS band 7.0 or above on all sub-skills; TOEFL score 627 or above (paper-based), 263 or above (computer-based) or 107 (internet-based).

**Groupwork:** You must be willing to work co-operatively as part of a group, and to complete short pair and group work tasks online in a timely manner during the course.

## Assessment

You first need to complete a minimum of 80% of the online course work to an acceptable standard and within the time frame of the course. The CertIBET is then formally assessed by a post-course written assignment of 3,000 - 4,000 words. You can choose from a number of assignment titles, which are published each year by LanguageCert. The assignment titles will be made available to you at the beginning of the course. Assignments must be submitted for moderation no later than 12 weeks after the end of the course.

The assignments are externally assessed by LanguageCert, and a Pass with Distinction, Pass, or Fail grade is awarded. In some cases, your course work may be taken into account in the assigning of grades by the external moderator. Participants who do not complete all the course work within the stipulated course dates, or submit an assignment, may still complete the course. However, they will not be awarded a LanguageCert CertIBET Certificate, regardless of whether they have paid the external moderator fee.



## Course Structure

### Module 1: Introduction to Business English Teaching

Introduction to the course; definitions of Business English (BE); BE settings & contexts; BE trends; BE learners' needs, motivations, characteristics & expectations

**Business Skills:** socialising & networking



### Module 2: Business English Needs Analysis, Content & Research

Learner needs analyses; Company needs analyses; Content negotiation; Research techniques; ESP

**Business Skills:** meetings

*Videoconference 1*

### Module 3: Business English Course & Syllabus Design

Setting learning goals; Performance-based learning; Course & Syllabus design; Developing schemes of work; Lesson planning & timetabling

**Business Skills:** negotiations I

## **Module 4: Business English Course Delivery**

Delivery modes; Blended approaches; Lexical, discovery & task-based approaches; BE course books

**Business Skills:** negotiations II

## **Module 5: Business English Approaches and Techniques**

Business English course types; Lexical, discovery and task-based approaches

**Business Skills:** job interviews

## **Module 6: Business English Course Materials**

Using course books & published materials; Adapting and creating authentic & supplementary materials; Using Web-based materials; Using the learner as a resource / a dogme approach; Copyright Issues

**Business Skills:** virtual communication I

*Videoconference 2*

## **Module 7: Business English & Globalisation**

Globalisation; English as a Lingua Franca and language corpora; CEFR levels; Local contexts and needs; Learner autonomy and learning strategies; Coaching learners and giving feedback

**Business Skills:** presentations

## **Module 8: Business English & Culture**

Understanding culture; Cross-cultural awareness & training; Simulations, role plays & case studies

**Business Skills:** virtual communication II

*Videoconference 3*

## **Module 9: Evaluation & Assessment**

Assessment types; Evaluating and measuring course objectives; Learner feedback; HR & company feedback; BE public exams

**Business Skills:** business writing

## **Module 10: Business English & New Technologies**

ICT tools for BE teachers; Web 2.0; Giving lessons via Skype; BE teacher development online; Marketing yourself as a Business English Trainer; Course review

**Business Skills:** telephoning and teleconferencing

## Key Features Summary

The Consultants-E was one of the first providers to offer an online CertIBET, with the first course launched in January 2009. We are one of the most experienced and highly-regarded providers of quality online training for language teachers. Our online CertIBET has a pass rate of 98% (including referrals) to date, with almost 30% of teachers taking the course achieving a Distinction grade.

In addition to this, our online CertIBET has several unique features:

The CertIBET is an internationally recognised qualification, and provides a valuable asset to you in developing your business English (BE) teaching skills. It is also a valuable indicator to potential employers that you are able to teach business English learners effectively.

Our online CertIBET is hands on and practical – you learn about and can try out new techniques, approaches and tools during the course, with your own BE clients.

Our online CertIBET is run fully online in Moodle. As an online course, you save significantly on the accommodation fees, travel etc. associated with f2f (face to face) training courses.

You can continue to work while you take the online CertIBET.

The ten modules of the online CertIBET take place over 10 weeks, with an additional one-week break, so you have time to try out new ideas with your own BE clients in your own context while taking the course. Learning can be immediately applied to practice, and there is time to reflect on and digest the course content.

By taking the CertIBET online, you have the opportunity to experience firsthand online learning in the hugely popular virtual learning environment Moodle.

Our course participants come from literally all over the world. Working closely with your course colleagues online, you meet and work with BE language teachers and trainers from a wide range of contexts and countries.

Groups of more than 13 participants have two tutors. Our CertIBET has one of the lowest participant to tutor ratios of any online course available. Maximum group size is 15, so you are assured of individualised and constant tutor support.

Our CertIBET tutors are highly qualified and experienced BE teachers and trainers themselves, and they also have years of experience of (and are fully qualified in) online moderating.

Our CertIBET looks at business technologies such as virtual communication tools, as well as educational technologies such as wikis, podcasts and blogs and examines how these can be applied to business English teaching. You will also have the opportunity to practice taking part and leading a videoconferencing session.

Our CertIBET places special emphasis on new technologies and mobile and blended learning for BE teaching, key areas of expertise in today's competitive market.

The Consultants-E is an experienced online teacher training provider, having run online courses since 2003, and consistently receiving excellent feedback from participants.



4 Vivians Row, Pant Lasau, Swansea SA6 6NS, UK

+44 07791 158 265

admin@theconsultants-e.com

www.theconsultants-e.com



**THE CONSULTANTS-E**