



English is the language of international business. Students looking to develop a career in business need fluency and competence in Business English if they are to succeed. ISE is a specialised business centre, with an excellent track record of business English exams. ISE offers professional training combined with academic input, to give students the practical skills they will need in their working lives.

On the ISE English for Business course, students will:

- Learn to produce real business letters, reports, memos, emails and leaflets, to a professional standard, working towards the LCCI Business Examination.
- Research real companies, and evaluate the strength and weaknesses of their position. Strategy is then decided, and strategic implications are explored.
- Give presentations to the group, to develop oral skills and increase confidence in English.
- Learn business terms, vocabulary and terminology, including appropriate register.
- Learn about the importance of different cultural attitudes to business around the world.
- Recognise business opportunities and learn how to evaluate projects before deciding whether or not to proceed.
- Design a marketing plan for a new product/service, after identifying the appropriate gap in the market.
- Study theories of motivation for individuals, groups and a whole workforce.
- Communicate effectively with colleagues, subordinates and superiors.
- Write a Curriculum Vitae in English, targeted towards a particular profession

Students who complete the course will receive a course certificate and full business reference. Students are also encouraged to sit the LCCI (London Chamber of Commerce & Industry) Business for English written and oral examination, at Level I, II, III or IV.

ISE uses MBA qualified teachers and experienced business trainers to give students interesting lessons, teaching them the skills they will need when working in an environment where English is important.

ISE Business English classes attract recent graduates from all over the globe, who want to stay ahead in a competitive world.



Some typical Business Students at ISE...

Maria Herrerro Barandica (20)

Maria arrived from Pamplona, Spain as part of a work experience placement program at IMA International. She worked as an International Executive Secretary, assisting the MD. She was a Business Administration graduate in her own country; looking to improve her business English to enable her to get a job where she used English in Spain. Maria studied two evenings a week, and was awarded a Credit in the LCCI English for Business exam. She studied a variety of different topics within the classes, and found the marketing aspects particularly useful.

Elif Hatinglu (21)

Elif graduated from the University of Istanbul before coming to England as an au pair to improve her language, before returning to Istanbul to seek work. Elif studied at ISE from July until December, covering many different aspects of business English. Her written and spoken English improved dramatically, and by the end of the course she could write perfect business letters, memos and reports using appropriate register. She also gained valuable knowledge about areas she had not previously studied, such as the motivation of teams and individuals. The course greatly improved her job prospects in Turkey.

Professor Eric Dalhammer (41)

Professor Dalhammer came to the UK to present an academic paper on urban land use in Upper Austria, at a prestigious conference in Oxford. He needed specific oral presentation skills, as well as idiomatic English, to win over the English delegates. He was coached in pronunciation, timing and intonation, to make his speech as professional as possible. Potentially difficult questions were anticipated and suitable answers devised. His Power point slides were critically evaluated and revised to simplify his complicated subject matter for the audience. Prof. Dalhammer now uses ISE to edit all the English language work he releases.

Executive English

The trainers at ISE are experienced in working with senior executives, V.I.P.'s and public officials. ISE can also deliver specialist courses in-company at most locations around the world. Please email info@ise.uk.com for information on corporate language solutions and in-house teaching. Clients include:

IBM, Microsoft, Perkin Elmer, American Express, Chistian Dior, Nestle, Accenture, Schering Healthcare and consulates from the following countries: Spain, France, Italy, Libya and Gabon