

# English Plus Business, Marketing and Finance

## Section 1: Overview

### Is this course for me?

- This course is ideal for students who want to improve their English skills for use in a wide range of business and financial contexts.
- It combines general English with specialist Business and Finance-related topics.
- Students also have the option to prepare for the Cambridge BEC examinations through additional one-to-one lessons.

### Key Facts

Available in

- London

Start dates:

- Every Monday

Minimum entry level:

- Lower Intermediate (Kings Level 4)

Age:

- 16+

Duration:

- Minimum 2 weeks

Class size:

- Maximum 14

Lessons per week:

- 28 lessons per week total (21 hours). 20 lessons (15 hours) General English + 8 lessons (6 hours) Business and Finance

### **Included in the price:**

- 28 lessons per week (21 hours)
- Welcome Information Pack
- Course materials
- Placement test on arrival, weekly assignments, group participation and progress tests
- Use of Computer Learning Centre
- Access to Classmate, the Kings online learning platform
- Free Wi-fi at school
- Regular accompanied visits to companies and financial institutions
- Full access to Kings social programme, with at least two free activities per week
- Full access to join Kings' school clubs and societies
- Optional weekly lecture programme
- End-of-course certificate (90% or higher attendance required)

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"I am studying Economics in Brazil so I thought this course would be the best one. We work in groups a lot and the class is not very big so we can interact pretty well with the other students and I like that a lot."

[Read the full story here](#)

## **Section 2: Course structure and content**

- **20 lessons (15 hours) per week of General English**
- **8 lessons (6 hours) per week Business and Finance**

### **General English lessons**

Your general English lessons will be designed to improve your reading, writing, speaking and listening at a consistent rate. Each week, lessons will focus on a different topic.

### **Key areas covered include:**

Communication skills

- Conversational language skills
- Listening and accents
- Reading and interpretation
- Writing and presenting

Linguistic resources

- Building your vocabulary bank
- Fine tuning your pronunciation
- Interpretation of texts
- Grammar and syntax

Study skills

- Note taking and revision
- Research skills
- Time management and planning
- Dictionary work
- Learner autonomy

#### Cultural and personal development

- Understanding cultural difference and similarity
- Team work and leadership
- Presenting an argument
- Discussion skills

You will be assigned to your general English class based on your current Kings Level. We have classes right through to Level 8 (Advanced), and you will progress up through the levels as your skills improve and your confidence grows.

### **Specialised Business and Finance lessons**

Students taking this course will explore the many different areas of modern business English.

Lessons will typically focus on these key areas:

- Business and finance terminology
- Writing and preparing formal business documents in English
- Giving business presentations
- Business case studies
- Other aspects of professional communication skills
- Educational visits

Example topics covered include:

- Advertising and marketing
- Accounting and investment
- Human resources
- Office management

### **Real-life business experience**

Students will visit a leading business and financial institution every two weeks. They will attend meetings, communicate with professionals, carry out project research and work on business case-studies. Sample visits include:

- Lloyds of London
- London Metal Exchange
- British Museum money gallery
- Museum of Brands
- Old Royal Naval College
- The Bank of England
- Other London based companies

## Cambridge BEC (Business English Certificate) preparation

- Students taking the English Plus Business and Finance Course have the option to prepare for the Cambridge BEC Exams (through one-to-one lessons, supplement applies)
- The Cambridge Business English Certificates (BEC) are internationally recognised qualifications which show that students can use English appropriately in a business context.

## Section 3: Meet the teacher - Andrew Allen-Tidy

- Andrew teaches on the English *Plus* Business and Finance course at Kings London.
- He previously ran established leisure businesses, developed new business and e-commerce platforms, and specialised in enabling the rapid expansion of young businesses.
- He decided to retire from business when he was 50 because he wanted a new challenge and to give something back into society.
- Andy's level of expertise and contacts in industry have enabled students to embark on educational visits to prestigious institutions, and some very senior travel industry figures have delivered talks at the school.
- He is also CELTA and CIM (Chartered Institute of Marketing) qualified.

## Sample timetable

Please note: Sample timetable subject to change. General English lessons may take place in mornings or afternoons in summer.

	Mon	Tues	Weds	Thurs	Fri
<b>09:00 - 10:30 (Lessons 1 &amp; 2) General English</b>	<b>Progress test</b> including listening and writing  Individual and group feedback on test	<b>Grammar</b> Using 'will' and 'shall' in polite requests <b>Pronunciation</b> Open and closed questions (intonation) <b>Professional skills</b> Interviews.	<b>Vocabulary</b> Common idioms and phrasal verbs used to describe behaviour <b>Reading, listening and writing</b> Giving tips on how to behave in different situations	<b>Listening</b> Understanding how technology works <b>Functional language</b> Giving instructions <b>Task-based learning (leadership and team work)</b> Building a bridge	<b>Grammar review</b> 'Will', 'shall' and relative clauses <b>Video</b> Ted Talk: How to lead a conversation between people who disagree <b>Discussion</b> Beyond right and wrong?
<b>10:30 - 11:00</b>	Break	Break	Break	Break	Break

	Mon	Tues	Weds	Thurs	Fri
<b>11:00 - 12:30 (Lessons 3 &amp; 4) General English</b>	<b>Vocabulary</b> Social behavior: Talking about norms and customs <b>Discussion</b> Understanding cultural differences	<b>Video</b> Phone addiction. <b>Role-play</b> Asking for and offering help <b>Study skills</b> Making effective notes	<b>Real English</b> People in the newspapers today <b>Grammar</b> Defining relative clauses <b>Vocabulary</b> Adjectives of character	<b>Writing</b> An email describing a new invention. <b>Presentations</b> A future without cars.	<b>Vocabulary</b> Diplomatic language <b>Professional skills</b> Giving and receiving feedback <b>Discussion</b> — Beyond right and wrong?
<b>12:30 - 13:30</b>	Lunch	Lunch	Lunch	Lunch	Lunch
<b>13:30 - 15:00 (Week 1)</b>	<b>Discussion</b> Issues related to the movement of money, credit and financial markets <b>Vocabulary</b> Financial terms (gerunds). Introduction to some of the major issues surrounding the movement of capital and global money markets	<b>Grammar</b> Describing trends (past, present and future) <b>Skills</b> Dealing with figures, large and small (combining grammatical structures and specific vocabulary to describe trends in the movement of money)	<b>Educational visit</b> The Bank of England (introduction to the workings of the central bank of the UK and its responsibilities for the supervision of financial market infrastructure)	<b>Case study</b> Making a pitch/ presenting figures (budgets, costs, expenses, profits, etc.) (drawing on the experience of the working of a major bank and, using the language covered in the week, present financial information in the form of a business pitch)	<b>Free time</b>
<b>13:30 - 15:00 (Week 2)</b>	<b>Discussion</b> Ways of borrowing money <b>Vocabulary</b> Financial terms (prefixes). Introduction to the various mechanisms through which credit is raised	<b>Listening</b> Ways to raise money <b>Reading</b> Finding finance (developing listening and reading skills while learning about credit markets)	<b>Language review</b> Dependent prepositions <b>Skills</b> Negotiating <b>Writing</b> Summarising a complex argument (developing negotiating skills and learning how to structure a summary)	<b>Case study</b> 'Last throw of the dice': negotiate finance for a new film. (Combining the language and content learnt over the week and engage in a simulated negotiation)	<b>Free time</b>