



WHY DO A BUSINESS ENGLISH  
CERTIFICATE COURSE?

WHAT RETURN ON MY INVESTMENT  
IS THERE?

01 OCTOBER, 2PM



BESIG EVENT: INTRODUCTION TO CERT IBET

# An Introduction to Cert IBET

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The Distance Cert IBET provided by Distance Cert Ltd.

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# Introductions



## Michelle Hunter

- Director of Distance Cert Ltd., course designer and learning mentor
- PhD candidate and university lecturer
- Writer and conference presenter
- Certified coach



## Ben Dobbs

- Director of Distance Cert Ltd., course designer and learning mentor
- International leadership trainer
- Writer and conference presenter
- Certified coach

# Today's Objectives

1. To discuss the pros and cons of gaining a reputable Business English certification as a teacher.
2. To decide what is important in a Business English certification.
3. To understand how the Cert IBET works and why you may wish to take such a course.
4. To identify the key features of Business English.
5. To know how the Cert IBET can help you take the next steps in your career.



# Your Qualifications and Certifications

What qualifications and certifications do you already hold?

# For and Against a Business English Certification

What are the arguments  
for and against doing a  
Business English  
certification?

# For and Against a Business English Certification

For	Against

# What is Important in a Business English Certification?

What would you *like* to see in a Business English certification?

What is typically in a Business English certification?



# What is Important in a Business English Certification?

Important features may include:

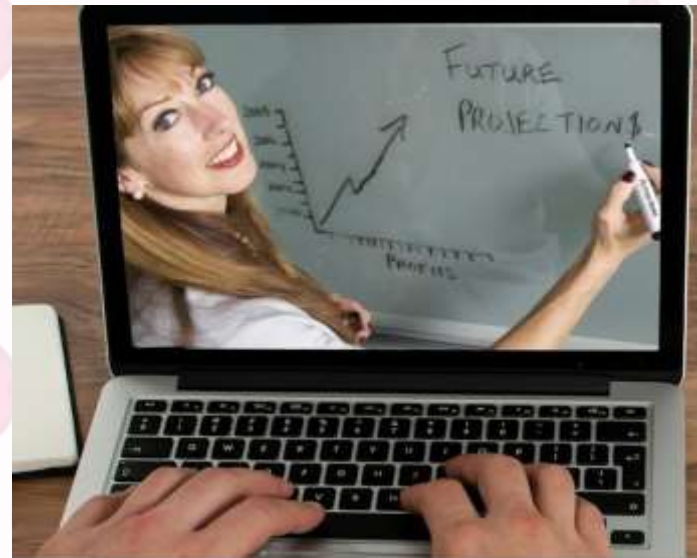
- Recognition
- Quality (piloted)
- Relevance
- Design
- Based on experience
- Well-designed
- Interactive
- Value for time and money invested
- Support from qualified trainers with hands-on experience
- Helps career development

# How a Certification Can be Delivered

Face-to-face / in-person



Online learning with  
tutor-led classes



Self-directed (distance)  
learning



# How a Certification Can be Delivered

	Face-to-face / in-person	Online learning (live classes)	Self-directed distance learning
Pros			
Cons			

# Key Features of the Cert IBET

The key features of a Cert IBET course are:

- **A recognised certification**
- **Accredited by English UK and LanguageCert**
- **All the fundamentals that a Business English trainer needs**
- **Development of new knowledge and skills**
- **Currently the only accredited certification programme available**
- **Great understanding of processes such as needs analysis and evaluation**
- **Opportunity to design your own material**
- **Tutorial support**
- **Objective assessment from moderator**

# How Our Cert IBET Works



# Samples – About the Unit



## Unit 1 – What is Business English?

### Unit Objective

To advance understanding of what Business English is.

### Type of Unit

Guided.

### Learning Hours

1.5 hours.

### Supplementary Materials for Unit

Yes, you will some helpful "classic" definitions of "Business English" in the supplementary material for this unit.



# Samples – Pre-Unit Tasks



## Unit 1 – What is Business English?

### Pre-Unit Tasks

Complete these pre-unit tasks in full before you move on to the next section. Spend as much or as little time as you need on these. There are no right or wrong answers. You can research ideas if you wish but there is no requirement to do this. You **do not** need to submit your answers to your tutor.

1. Think about your own perceptions or experiences of Business English and suggest a definition of what Business English is.
2. What do you think is the relationship between General English and Business English? Are there any areas of overlap? If so, what are these areas? What differences exist?

# Samples – Unit Notes



## Unit 1 – What is Business English?

### Notes

#### Defining “Business English”:

There are many different definitions of what Business English is though some common thoughts are:

- Business English is aimed at adults
- These may be preparing for work or in work
- Courses may be long or short
- They may be one-to-one or group
- The setting may be a language school, training centre, hotel meeting rooms or in-company
- Business English has links to the world of work
- The content of Business English lessons may be general and useful for any sector or role.
- Content may also be very specific aimed at a single sector, department or role.
- Documents and texts used will be related to business or work.
- Traditionally, focused on the “big six” functions of Business English

# Samples – Post-Course Tasks



## Unit 1 – What is Business English?

### Tasks

For this unit, you may wish to make use of the additional “supplementary materials”.

Spend as much time on these tasks as you wish and write as much or as little as you like. You should submit your answers to your tutor:

1. Find one or more definitions of Business English, summarise and critique it. Explain why you agree or disagree.
2. Look at the “classic” definitions of Business English in the supplementary material. Based on your own ideas or experiences of modern Business English teaching and training, what, if anything, do you think is missing in these definitions?
3. Create your own definition of Business English. Provide supporting evidence for your ideas.

# USPs and USOs of Our Cert IBET

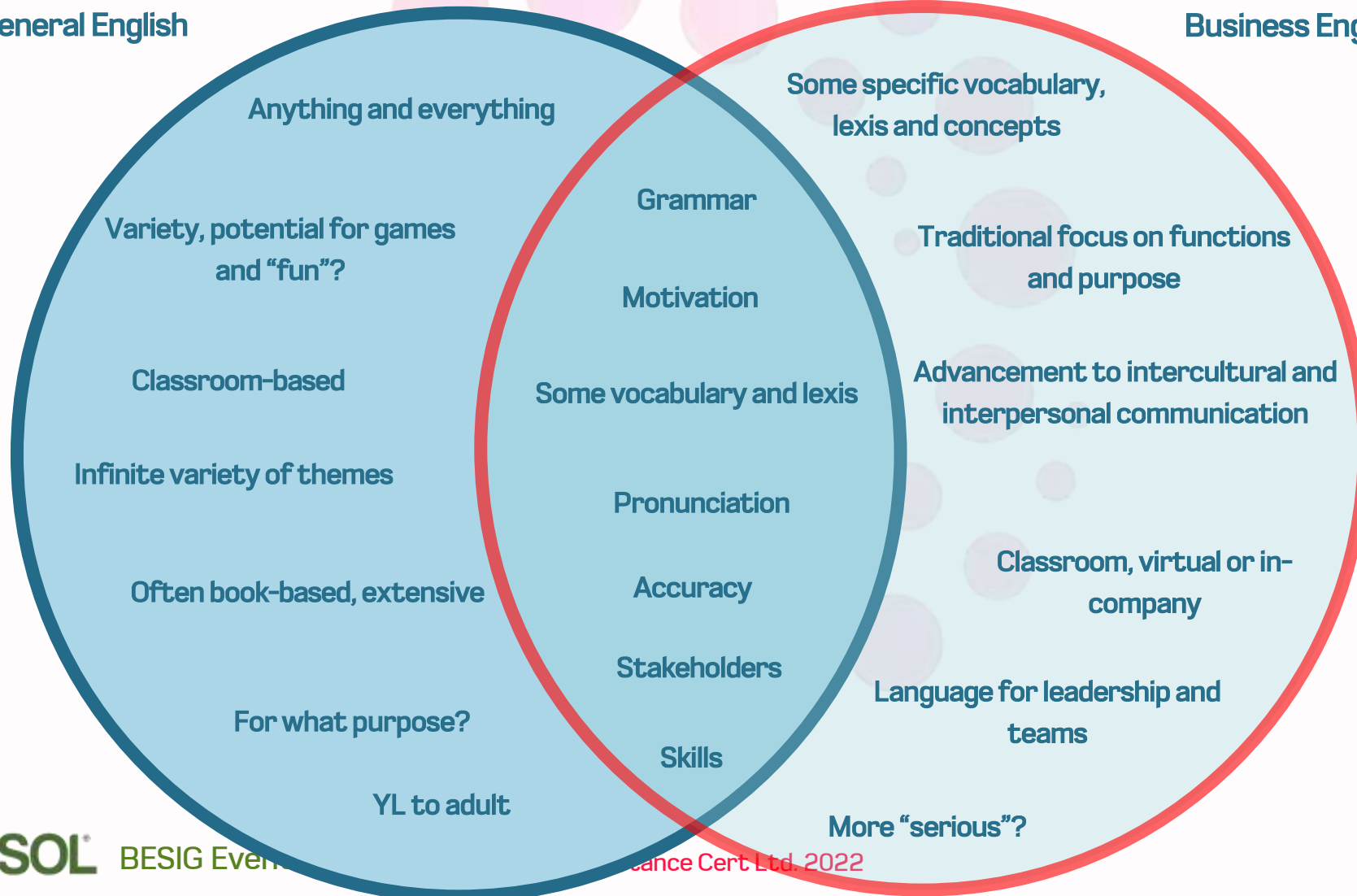
Our Cert IBET is unique as:

- It is designed by a pair of highly experienced trainers, writers and conference speakers
- It has undergone extensive piloting / testing
- It is being constantly updated
- You can start any time
- You have full human support as you need it
- You have two years to complete so you can comfortably work at your own pace and work does not accumulate
- Unit tasks are designed to help you prepare for your end-of-course assignment
- We provide unique coaching (non-directive) for your end-of-course assignment
- We give you additional content beyond the core Cert IBET curriculum
- It is for designed for experienced or completely new Business English trainers (everyone can benefit)
- We will help you advance in your career beyond just teaching through our mentoring approach
- You are constantly making new, unique, marketable material that you can use

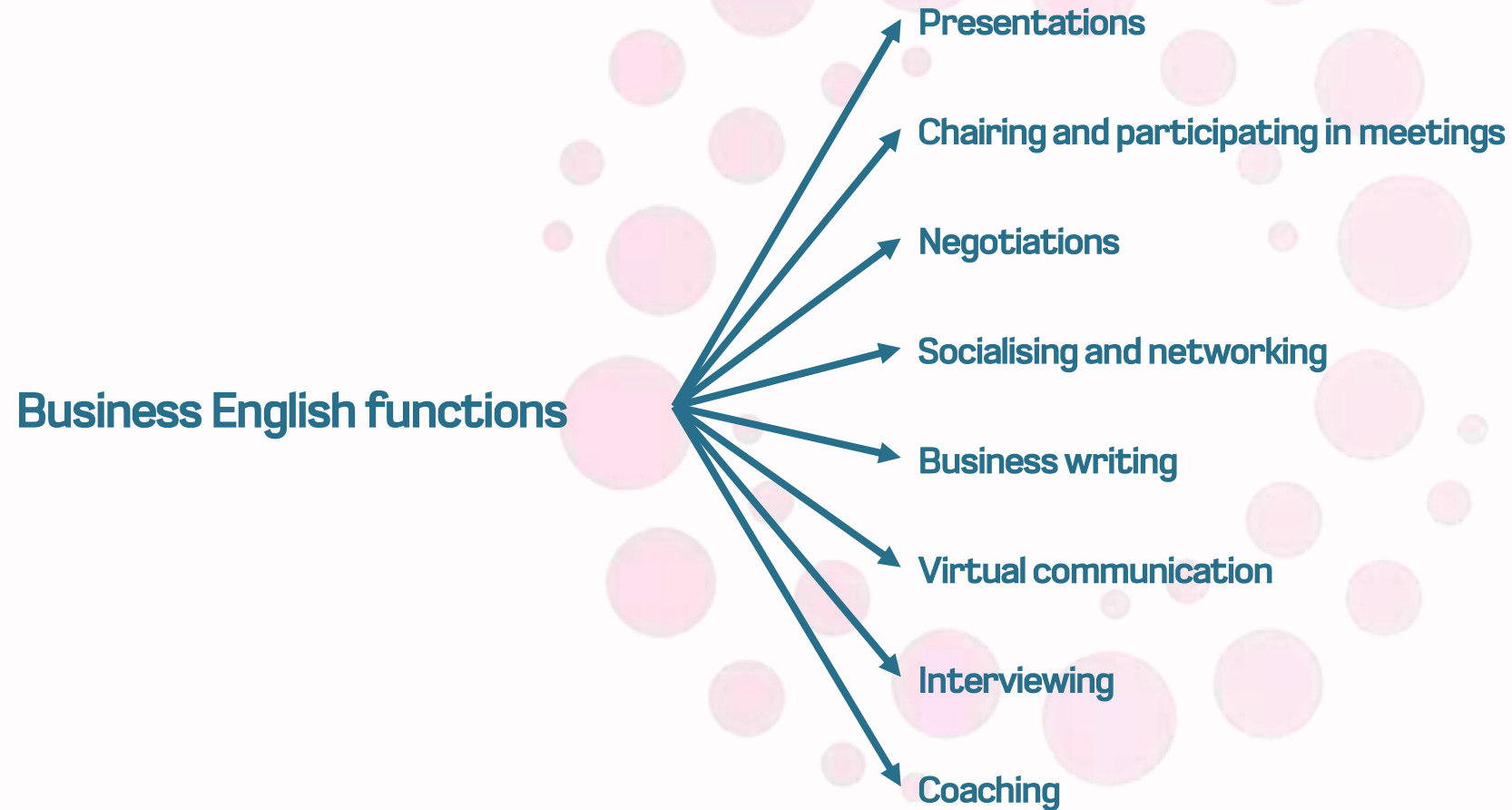
# General to Business English

General English

Business English



# Business English Functions





# Vocabulary and Lexis

Business terms / business-specific language	
Phrasal verbs	
Acronyms	
Initialisms	
Idioms	
Functional phrases	

# Business Knowledge

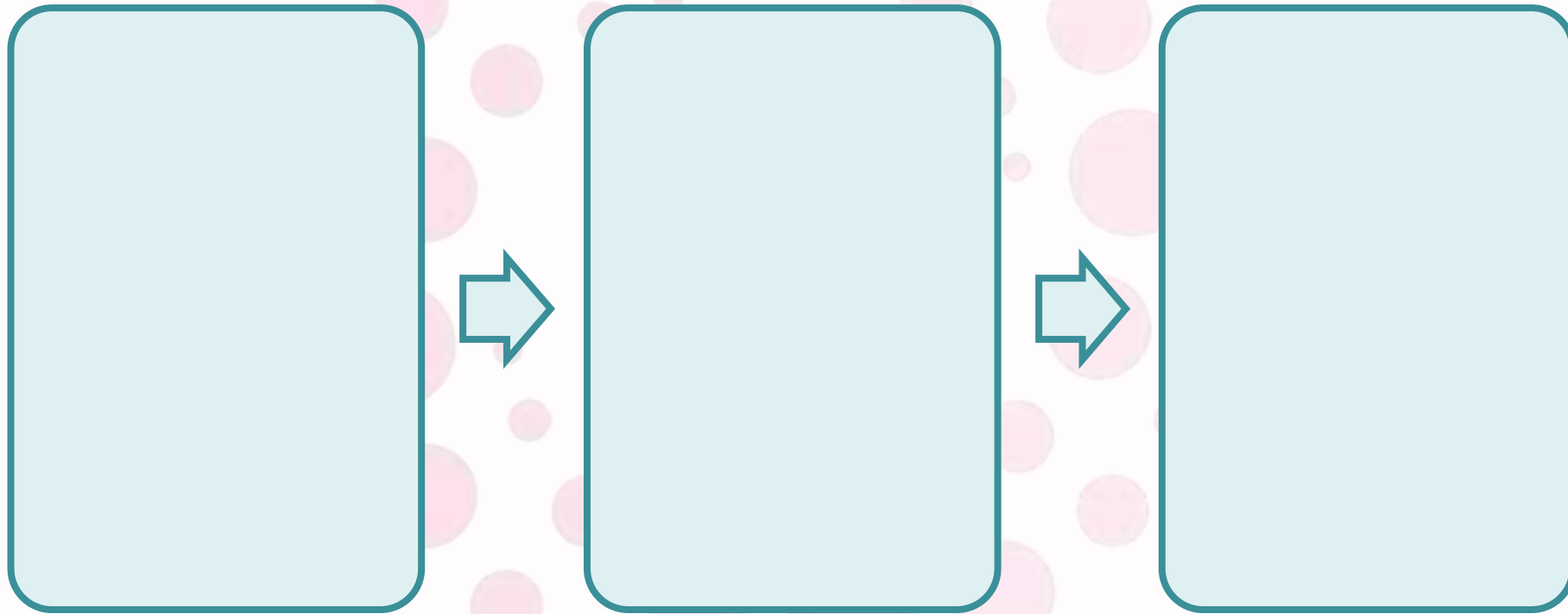
We aim to address the question of how much business knowledge a business English trainer needs. Our course will advance your knowledge in:

- **Organisations**
- **Sectors**
- **Roles**
- **Marketing**
- **Human resources**
- **Finance**
- **Leadership and teams**

This will allow you to:

- **Develop your general business knowledge**
- **Talk credibly with people working in that area**

# From Teacher to Trainer



# Business English Methodologies

Business English trainers utilise a range of methodologies:

- **Case studies**
- **Presentations**
- **Functional practices**
- **Use of analytical tools**

# Conclusions

A business English training certification is a great way to advance your competences and to demonstrate your knowledge, skills and specialism.

Regardless of what form it takes, we need to be committed to continuing professional development to advance our competences and update our skills.

Business English required wide-ranging knowledge and skills on behalf of the trainer, knowledge of grammar, vocabulary and so on is not enough.

Higher skills and certification increases your reputation and credibility and therefore your earnings potential.

# Reading

Brieger, Nick (1997) *Teaching Business English Handbook*. York: York Associates Publications.

Donna, Sylvie (2000) *Teach Business English*. Cambridge: Cambridge University Press.

Dobbs, Ben (2017) “What is Business English, Anyway?” in *English Teaching Professional*, January 2017

Ellis, Mark and Johnson, Christine (1994) *Teaching Business English*. Oxford: Oxford University Press.

Frendo, Evan (2005) *How to Teach Business English*. Harlow: Longman.

Hughes, John and McLarty, Robert (2016) *ETpedia Business English: 500 Ideas for Business English Teachers*. Hove: Pavilion Publishing.

Hunter, Michelle and Dobbs, Ben (2018) “Teacher, Trainer, Coach – What are You Really?” in *English Teaching Professional*, March 2018.





# OUR OFFER TO YOU:

## NORMAL PRICING:

- IN GBP: £700 (MADE UP OF £550 TRAINING FEE + £150 MODERATION FEE)
- IN EUR: €830 (MADE UP OF €650 TRAINING FEE + €180 MODERATION FEE)

## OUR OFFER TO YOU:

- 50% OFF TRAINING FEE
- IN GBP: £425 (MADE UP OF £275 TRAINING FEE + £150 MODERATION FEE)
- IN EUR: €505 (MADE UP OF €325 TRAINING FEE + €180 MODERATION FEE)

QUOTE "BRAZIL TESOL" IN YOUR E-MAIL WHEN YOU APPLY.

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# Contact Details



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