

Business English Certificate

This unique program has the Business class structured in a business environment rather than as a traditional classroom. The instructor is the “CEO”. Each student is given a job title and description with an opportunity to rise or fall in the company’s corporate hierarchy. The “company” is the VCE Corporation – “a leading supplier in ESL products & services globally”. It is a publicly traded company starting out as a penny stock on the VSE (Vancouver Stock Exchange) and the goal is to grow the company to a blue chip company on the TSE (Toronto Stock Exchange) by the end of the course. The students will be promoted or demoted and stock will fluctuate based on completed tasks, homework, attendance and punctuality. All of these elements will play a key factor with their chances for promotion and the company’s trading price on the market.

The BEC textbook (Cambridge University) will be used day to day to reinforce what is learned in each chapter with activities related to the company and the instructor’s previous experience in business.

Here is a lesson example: The students go over a listening exercise related to voicemails and incorrect memos relating to mistakes while taking down information from the voicemails and identifying the errors. After the listening, the students discuss the importance of delivering clear and concise voicemails and techniques to overcome accents and a lack of fluency while communicating in a second language. The instructor will give real life scenarios from his previous experiences. The students take turns performing/leaving mock voicemails while others write notes/memos from the voicemails with their personal job titles, phone numbers and email addresses. The students are then evaluated and critiqued based on the result of the listener being able to accurately record a memo from the message.

The instructor will be pushing the students to perform and will assign daily homework from both the workbook as well as reporting, presenting and researching for the mock company. The students also must write weekly tests which include a speaking component.

This method of instruction helps promote team work and professionalism within the classroom. More importantly it gives the students valuable experience executing day to day business activities and a chance for them to actually use the language presented to them in the textbook. Our unique approach brings an element of competitiveness to the classroom which motivates each student to earn “promotion” and praise from the CEO (the teacher) of the company.

Teacher Bio:

Jeff Shaughnessy holds an MBA from the London School of Economics as well as TESL certification through Cambridge University (CELTA). He has worked as a VP of Sales and also ran his own business for several years. He brings to the classroom an unending energy in addition to his creative approach to teaching Business English. Jeff has worked and taught both locally and overseas and brings to CCEL a wealth of experience.