



American TESOL
Institute

Learn to Teach

BATCH STARTS ON

International Certification in Business English

A 60 HRS CUSTOMISED TRAINING
PROGRAMME FOR INDIANS

WHO CAN ATTEND?

- ✓ TRAINERS
- ✓ MANAGERS
- ✓ TEAM LEADERS
- ✓ BUDDING TRAINERS
- ✓ ENGLISH FACULTIES
- ✓ FINAL YEAR STUDENTS
- ✓ PROJECT LEADERS



CERTIFICATE VALID IN
ALL ASIA PACIFIC COUNTRIES



Trainer-
Ms. Mandeep K. Kochhar
TESOL Certified Trainer



Authorized ATI Business Partner India (Western Region)

ADROIT TRAINERS &
CONSULTANTS

SF-6, Oxford Tower, Opp.Shilp, Gurukul Road, Ahmedabad:380052, GUJARAT, INDIA

American TESOL Institute (ATI) is an internationally recognized teacher training organization, **Head quartered in Tampa Florida, South East U.S.A.** They possess unparalleled educational quality control mechanisms that ensure ATI trained English teachers are of the highest standard. **TESOL Inc.** is an independent professional organization established in 1966.

TESOL - Teaching English to Speakers of Other Languages

The **American TESOL Institute (ATI)** pioneers in TESOL Training. The ATI TESOL certificate has a strong base of sound learning, pronounced concepts and productive skills. ATI boasts of the high standard of its trained teachers. ATI provides assistance in placement on successful completion of the course. TESOL trained teachers are in high demand world over. Language Institutes look for TESOL trained English teachers who qualify having highest standard in teaching English.

BETT Course Module-60 hours

Business English

PHASE I Introduction to Business English – features and components

- The Learner
- The teaching context
- The teacher
- The language
- Communication techniques
- Communicative Language teaching

The Business English – Professional Skills

PHASE II Need Analysis

- Needs
- Motivation
- Adjusting expectations

PHASE III Course Design

- Course/Syllabi type
- Interpreting need analysis
- Translating needs and wishes to course content

PHASE IV Lesson Planning

- Ingredients of the lesson plan
- Objectives to modeling to practice
- Timing and variety

PHASE V The Client Approach

- Adult, personal and Professional
- Differing “roles” for the teacher – e.g. coach, consultant facilitator
- Result orientation

PHASE VI Feedback and Evaluation

- Different types
- Importance for motivation and accountability

- Ongoing negotiation of course content

The Business English - Methodology

PHASE VII Approaches to learning

- Acquisition vs. learning
- Learner-centered
- Task-based
- Self-access learning
- Input and output

PHASE VIII Classroom Management

- Creating rapport – sensitivity to needs
- Modeling instructions
- Creating interactive activity
- Varying activities
- Being a facilitator

PHASE IX Materials and Adaptation

- The Business English material
- Adaptation of authentic materials for the classroom
- Materials development or compilation to meet client’s needs
- Adaptation of existing textbooks to the client’s needs

The basic business concepts and practice

PHASE X Teaching Business Speaking

- Business communication related
- Socializing related

PHASE XI Teaching Business Writing

- Technicalities of Business Writing
- The daily basic business writing

TRAINERS PROFILE: Ms. Mandeep K Kochhar is an Internationally certified TESOL and NLP Trainer and has done her post graduate Diploma in Training and Development. She is also a Corporate Trainer having more than 8 years of experience with 25 Satisfied corporate client like Vodafone, Zydus Cadila, Arvind Mill, Adani’s, Kalptaru Power, Kotak Mahindra Bank, GCI, and many more... .

FOR REGISTRATION PLS CONTACT:

Mr.Shreenivas Iyer Sr.ExeExt. 204
 Ms. Karishma Parekh Exe.....Ext.205
 For Corp. Query: Sarabjit Singh Head Operations
 M.9825430280 / Ext.201

Landlines: 079-40211234 (30 lines),65236330 / 31 , 30126330
 Email: training@adroittrainers.com Fax: 079-40211222