



**Wits Language School**  
Expert Language Solutions

2012

**Teaching  
Business English**



# Teaching Business English

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English plays an important role in business in South Africa and abroad. Every day millions of people all over the world use English to conduct business. Business English tuition is increasingly in high demand and English language teachers can expect to teach a Business English class at some point in their careers. Opportunities for teaching Business English are available in South Africa and abroad. The Teaching Business English (TBE) course aims to provide pre-service and in-service teachers and trainers with the skills and knowledge required to teach Business English. This course will prepare you for a career in Business English teaching.

## Who is the course suitable for?

- Individuals interested in a career in Business English teaching who have no experience
- Teachers who are interested in developing themselves professionally in the area of teaching Business English

## What are the entry requirements?

To be registered as a trainee on the TBE course you need to fulfil all the requirements below:

- Minimum of 18 years of age
- First language proficiency in English
- Minimum of a National Senior Certificate (Grade 12)
- A professional teaching qualification (TESOL, TEFL, CELTA or PGCE)
- A degree is highly recommended

## What are the aims and objectives of the course?

On completion of the course, candidates will:

- understand the contexts in which Business English is used
- understand, identify and respond to the needs of Business English learners

- have developed an awareness of Business English language and skills and be able to apply these in their professional practice
- select, employ and evaluate skills, techniques and strategies required to effectively teach Business English
- be able to assess and evaluate Business English learners
- be familiar with appropriate Business resources and materials
- be familiar with professional development opportunities

## How is the course structured?

In the input sessions, our trained and experienced teacher trainers will cover theoretical aspects of the course, such as: characteristics and needs of business English learners, Business English teaching methodology and the basic principles of Business English teaching and learning. The practical component provides trainees with the opportunity to plan and present activities, lessons and projects on teaching Business English. These practical sessions are observed by an experienced trainer who provides constructive feedback and helps you to develop your Business English teaching skills.

## What approach is used?

The TBE course approach involves participatory learning, where trainees are very much involved in the learning and teaching process. Most input sessions will focus on trainees discovering new concepts and information about teaching Business English through discussions, research, projects, activities and presentations. Trainees will also be involved in several tasks either in groups or pairs. Trainees are required to contribute to their groups by sharing and completing duties, since tasks will

be assessed. Trainees will be provided with a textbook and will be expected to prepare for the next day's sessions by reading the chapters assigned for homework. The textbook should be used for revision and to assist with the completion of projects and assignments.

### What will the course include?

The TBE course focuses on the following aspects in teaching and learning Business English:

1. Business English teaching contexts
2. Business English learners and teachers
3. Assessing the needs of Business English learners
4. English needs of businesses
5. Designing suitable Business English courses
6. Utilising authentic Business English materials
7. Practising appropriate Business English teaching skills
8. Utilising extra resources such as games, activities and internet sources
9. Intercultural Business training
10. Assessment and evaluation in business courses
11. Professional development for teachers
12. Teaching practice

### How long is the course?

The TBE course is a 40 hour contact course which includes observed and assessed teaching practice. The classes are held three evenings per week, running over a period of four weeks.

### What are the methods of assessment?

Assessment is continuous and there is no final exam. Trainees are assessed on their practical teaching as well as a portfolio of written assignments. Participation and attendance is also considered as a major part of assessment since you will be required to participate in several tasks, activities and presentations either in groups or individually throughout the course.

### What certification is issued?

On successful completion of the course, trainees will receive a Wits Language School certificate of competence in Teaching Business English. The University of the Witwatersrand regards this as an NQF level 5 qualification.

