

BUSINESS ENGLISH

Our updated **Business English** curriculum focuses on advanced communication skills and technology integration to meet modern workplace demands. Students will learn SEO optimization, blog writing, press releases, and professional presentation techniques, ensuring they are prepared for digital and corporate communication challenges.

This holistic approach empowers them to succeed in their careers with confidence and adaptability.



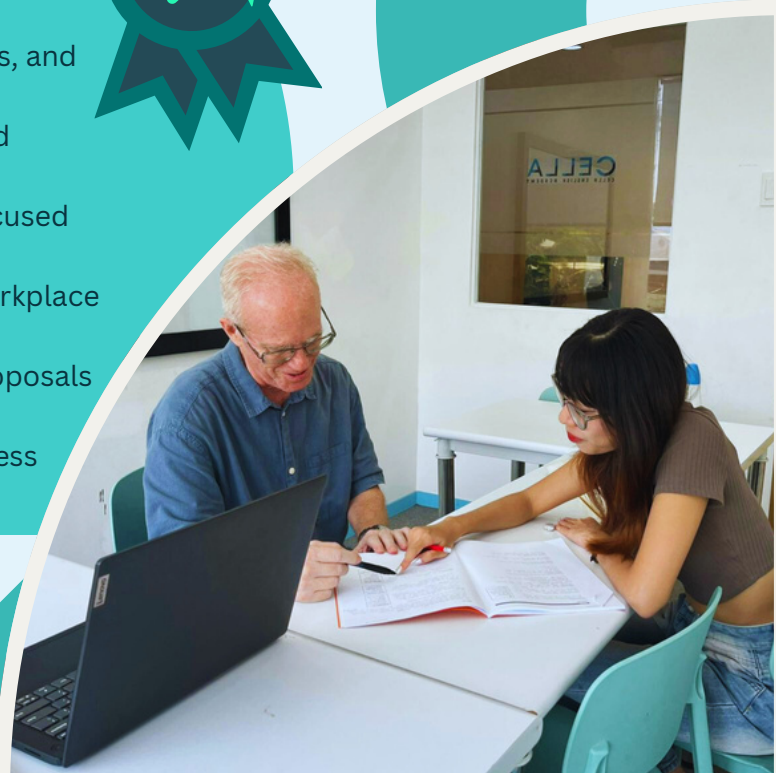
COURSE OBJECTIVES

- **Technology:** Master SEO, blog writing, and press releases.
- **Writing:** Enhance skills for business emails, reports, and documents.
- **SEO:** Create web-friendly, engaging, and optimized content.
- **Presentations:** Excel in professional, audience-focused presentations.
- **Etiquette:** Learn cultural sensitivity and global workplace communication.
- **Job Skills:** Develop employer-sought skills like proposals and collaboration.
- **Practice:** Apply learning through real-world business scenarios.



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TARGET LEARNERS

The **Business English** course is designed for professionals and students aiming to enhance their workplace communication skills. Ideal learners include business professionals, executives, entrepreneurs, and employees in multinational companies who need to excel in meetings, presentations, negotiations, and diverse business environments. Students or recent graduates preparing for international careers will also benefit. This course equips learners with essential tools to succeed in global business contexts, boosting their confidence and competitiveness.

COURSE OFFERED:

Business English Foundations (BEF - Prep)	Business English Mastery (BEM - Intensive)
Level Requirement: A2-B1 only	Level Requirement: B1 above
4 Business English Man to Man 4 ESL Group Class	4 Business English Man to Man 4 Business English Group Class
Our Preparatory Business English course is designed for those embarking on their professional journey. Whether you're preparing for employment, seeking career advancement, or simply aiming for a well-rounded language experience, this track is your gateway.	For those who crave laser-focused skill development, our Intensive Business English course awaits.
What to expect: Holistic Approach: We blend essential business English skills with elements of general English proficiency. You'll not only master workplace communication but also enhance your overall language abilities. Diverse Content: Dive into practical scenarios—writing emails, participating in meetings, and understanding business documents. But don't be surprised if we also discuss everyday topics; after all, business conversations often spill over into life outside the office. Interactive Learning: Engage in role-plays, collaborative projects, and real-world simulations. Our goal? To make your learning experience as authentic as possible.	What to expect: Streamlined Focus: No frills, no distractions. Intensive means business—literally. Dive straight into advanced business vocabulary, negotiation techniques, and specialized writing. We're here to transform you into a communication powerhouse. Professional Agility: Imagine a boot camp for business language. You'll tackle case studies, analyze industry reports, and fine-tune your presentation skills. The corporate world won't catch you off guard; you'll stride in confidently. Networking Opportunities: Connect with guest speakers, industry experts, and fellow ambitious learners. Our intensive cohort is a tight-knit community where networking isn't just a buzzword—it's a skill you'll master.

CLASSES OFFERED:

Our comprehensive **Business and Professional English courses**—a transformative journey toward confident and impactful communication in the global business landscape. Whether you're an aspiring professional, an entrepreneur, or simply seeking to enhance your language skills, our expertly designed classes empower you with the tools you need to succeed.

Business English Foundations (BEF)

	CLASS	DESCRIPTION
1:1	Business Meetings	This Business English Meeting class is designed to equip learners with essential skills for effective participation and leadership in business meetings.
	Business Writing	This Business English Writing class is designed to help learners produce clear and concise business documents, such as emails, memos, and reports.
	Business Speaking	This Business English Speaking class is designed to enhance learners' ability to communicate effectively in business settings. Throughout the course, learners will actively participate in business-related speaking activities, demonstrating confidence and clarity.
	Business Vocabulary	In the Business English Vocabulary class, learners will immerse themselves in a comprehensive set of business-related vocabulary terms.
GC	The Same with ESL	For our Business English Foundation group classes, we provide a comprehensive program that goes beyond just business terminology. While the focus is on equipping learners with essential business vocabulary and skills, we also ensure that students acquire language skills applicable to everyday life.

Business English Mastery

	CLASS	DESCRIPTION
1:1	Business Meeting	In our intensive Business English Meeting class, learners will immerse themselves in the art of conducting and participating in business meetings with confidence, clarity, and professionalism



1:1	Business Writing	In our intensive Business English Writing class, learners will delve into producing clear, concise, and impactful business documents such as emails, reports, and proposals.
	Business Speaking	In our intensive Business English Speaking class, learners will engage deeply in the art of business communication, mastering the skills needed to participate in and lead effective business conversations with confidence, clarity, and professionalism.
	Professional Class/Vocabulary	In our intensive Business English Professional Vocabulary class, learners will dive into acquiring and applying specialized industry vocabulary relevant to their professional contexts, such as finance, marketing, engineering, or healthcare.
GC	Presentation 1*	In our intensive Business English Presentation 1 class, students will master the art of delivering compelling presentations during a meeting. They will
	Presentation 2	In our intensive Business English Presentation 2 class, students will delve into the art of persuasive public speaking. They will explore the use of rhetorical devices, storytelling, and emotional appeals to effectively influence and engage their audience.
	Case Study*	In our intensive Business English Case Study class, students will cultivate the ability to dissect complex business problems. Throughout the course, they will learn to make informed decisions even when faced with incomplete or conflicting information.
	Debate	In our intensive Business English Case Study class, students will immerse themselves in structured debates on a range of business-related topics. By the end of the course, they will exhibit notable improvements in their debate performance, having engaged in thought-provoking debates that challenge their perspectives.
	SEO and Blogging/Vlogging	In our intensive Business English SEO and Blogging/Vlogging class, students will master the art of optimizing blog content for search engines (SEO) while creating engaging and compelling blog posts.
	Business Speaking GC	In our intensive Business English Speaking group class, learners will immerse themselves in mastering the key vocabulary and phrases essential for negotiation and marketing. Throughout the course, students will develop effective strategies for persuasion and influence in business conversations.

