



**English Language Center**

Los Angeles | Boston | Santa Barbara



# Business English Brochure

**MOVE YOUR AMERICAN  
ENGLISH FORWARD WITH ELC**

[www.elc.edu](http://www.elc.edu)

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# WELCOME TO ELC...

Founded in 1978, ELC is proud of offering successful English programs for over 35 years

**The English Language Center has been dedicated to providing English programs of the highest quality to international students since 1978.**

By employing highly qualified and dedicated instructors and by utilizing a dynamic and comprehensive curriculum, ELC provides the perfect environment for rapid language improvement. ELC also offers students extensive support services to ensure that their stay in the United States is culturally as well as educationally enriching.

## WHY CHOOSE BUSINESS ENGLISH AT ELC BOSTON

### Our Great Location

ELC Boston is located in the upscale Beacon Hill neighborhood, in the heart of downtown Boston

### Our Business English Teachers:

- ✓ Native speakers
- ✓ Highly experienced in TEFL
- ✓ University degrees
- ✓ Comprehensive business experience
- ✓ Advanced business degrees

### Strong Academics:

- ✓ Dynamic and comprehensive curriculum
- ✓ Small class size
- ✓ High level of personal attention
- ✓ Teacher mentorship

### Many Extras:

- ✓ Business English student calendar
- ✓ Executive Center including conference rooms and business lounge
- ✓ Private or closed group instruction available for local businesses, colleges, universities, companies and hospitals (on-site or off-site)
- ✓ English for Specific Purposes available for private or closed group instruction
- ✓ Individual customizable Business English courses available in Boston, Los Angeles, and Santa Barbara

### Our Memberships:

- ✓ IALC, ALTO, NAFSA, AAIEP, TESOL, MATSOL, CATESOL

### Our Top Accreditation:

- ✓ ACCET

## BUSINESS ENGLISH COURSE FACT FILE

### Location:

**ELC Boston** - Executive Center offers year-round group and individual instruction

**ELC Los Angeles & ELC Santa Barbara** - offer year-round individual instruction

**Level requirement:** Intermediate to Advanced

**Group 5 class size:** Maximum 5 students

**Group 5 age requirement:** Minimum of 25 years old or by approval of the Director

**Dates:** Year-round

**Duration:** 2-4 week session

## BUSINESS ENGLISH COURSES OFFERED

- Group 5 Intensive
- Group 5 Semi-Intensive
- Group 5 Combination English
- Individual Business English (LA, Boston & Santa Barbara)

**Note:** Group 5 courses are offered in Boston only

# BENEFITS OF BUSINESS ENGLISH AT ELC



## PRE-COURSE NEEDS ASSESSMENT

An extensive pre-course needs assessment is sent with each course confirmation to ensure that we are meeting each student's specific Business English needs and goals.



## PERSONAL ATTENTION

The Director and the Director of Courses meet with each Business English student upon arrival and then frequently during their program to make sure that all aspects of their program are meeting expectations.



## CONTEMPORARY, COMPREHENSIVE CURRICULUM

ELC's Business English curriculum was updated in 2013 to provide students with the most up-to-date textbooks, materials, and information for the ever-evolving global workplace.



## SMALL CLASS SIZE

The 5-student maximum class size allows instructors to focus on each individual student and provide personalized instruction and feedback.



## QUALIFIED INSTRUCTORS

ELC's Business English Instructors are trained ESL Instructors with comprehensive business experience and advanced Business degrees.



## PRESENTATION PRACTICE

Students will hone their presentation skills by presenting a topic to the class and the administrative staff at the end of the course. Teachers and administrators provide valuable feedback to each student.

## PARTIAL LIST OF CLIENTS

- Air France
- Air Liquide
- Akomag Consulting
- Banco Bradesco SA
- Banco de la Republica
- Banco de Republica Colombia
- Banco Multiplic SA
- BASF Ludwigshafen
- Brahma
- Cambio 16
- Centinela Hospital
- Citibank
- Coca Cola
- Corpoven
- Credit Suisse
- Ecole Nationale de l'Aviation
- Civile
- Fianco
- French Ministry of Commerce
- Grupo Telares Maracay
- GTE
- Hewlett Packard
- Hilton Hotels
- Hitachi Group
- Honda
- Howland SA
- IBM
- KPMG
- Lotus
- Lufthansa
- Lyonnaise Des Eaux Dumez
- Mercedes Benz
- Merck
- Ministry of Education-Canada
- Mitsubishi Co.
- Mitsui
- Moscow State University
- MTV Italy
- Muresis
- National Bank of Kuwait
- Nippon Steel
- Olivetti SPA
- Oxfam
- Peat Marwick
- Pequiven
- Price Waterhouse & Coopers
- Schlumberger Surencos SA
- Shell Oil
- Siemens Corporation
- Sony Corporation
- Sumitomo Bank, Ltd.
- Swift Armor
- Tayo-Kobe Bank
- Techint SA
- Tekeda Chemical Industries
- Tokyo Electron Limited
- United Gulf Management, Inc.
- United Technologies Carrier
- Universitat Oberto de Catalunya
- Vattenfall Hydropower AB



### FLEXIBILITY AND VARIETY

With a number of different Business English courses (part-time, full-time, group instruction, individual instructions, and private lessons). We are sure to have a course that meets your needs.



### BUSINESS ENGLISH STUDENT CALENDAR

ELC publishes a special activities calendar for Business English students, which gives them the opportunity to apply the Business English skills they are learning in the classroom in an informal setting outside the classroom as well.



### IDEAL LOCATION

ELC Boston is located in downtown (Beacon Hill), the bustling center of commerce and government in one of the largest and prosperous cities in the United States.



### BUSINESS ENGLISH LOUNGE

Relax in the lounge with your classmates where you can peruse business journals, check your email with free wifi, chat with your instructor, or review material before class.



### DAILY COMFORTS

ELC provides each executive with free coffee and tea daily as well as access to the leading business journals and newspapers.



### LUNCH WITH TEACHERS AND STAFF

Enjoy a catered lunch with teachers and staff at the end of your program.



# COURSES

Business English Courses have a proven record helping experienced professionals and executives learn English precisely and efficiently.

## BUSINESS ENGLISH COURSES SAMPLE TIMETABLE

TIME	SECTION	Monday - Friday
9:00 - 10:40	A	Class
10:40 - 11:00		<b>BREAK</b>
11:00 - 12:40	B	Class
12:40 - 1:40		<b>LUNCH</b>
1:40 - 3:20	C	Class
3:20 - 3:30		<b>BREAK</b>
3:30 - 4:20	D	Class

## HOW EACH BUSINESS ENGLISH CLASS FITS INTO THE TIMETABLE

COURSE	LESSONS / WEEK	SECTION / TIME
<b>Group 5 Intensive English</b>	35 group lessons of Business English per week	A - D
<b>Group 5 Semi-Intensive English</b>	20 group lessons of Business English per week	A & B
<b>Group 5 Combination</b>	20 group lessons of Business English per week + 15 individual lessons per week	A & B (group), C & D (individual)
<b>Individual Business English</b>	35 individual lessons of Business English	A - D

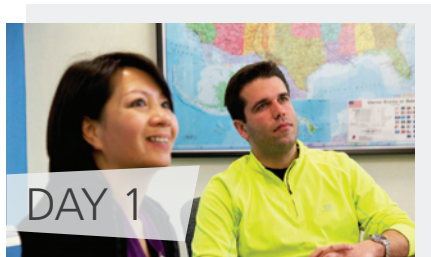


**Ana Carolina Conde,**  
*Brazil*

//

My goals were to improve my business English and help me to overcome my shyness of speaking a foreign language. I accomplished my goal through successful teacher-student interaction. In addition, ELC is known worldwide and in a great location - Boston downtown! //

## Sample schedule for Group 5 courses



### Intercultural Understanding

Recognize cultural information useful for business travel.

### Business Across Cultures

Review case studies and take part in simulations based on cultural expectations. Improve language expansion by learning common expressions and idioms.

### Contextual General Business English

Focus on the importance of entrepreneurship using mock interviews, vocabulary, and business grammar.

### E-Business

Discuss the importance of technology in business including how to improve business email communication skills.

### Presentation Skills

Learn how to effectively introduce your company in a business presentation.

**Studying Business English at ELC will rapidly improve your Business English skills and lead you on a path to professional success. In addition to strengthening your English language skills, our lessons will help you achieve professional confidence in the following areas:**

- Management
- Human resources
- Negotiation
- Strategic planning
- Project management
- Resume writing
- Interview skills
- Written communication
- Verbal communication



### Intercultural Understanding

Discuss students' culture and explore how culture affects business communication.

### Meeting Skills

Improve meeting skills by reviewing case studies, studying key language, and taking part in mock business meetings.

### Presentation Skills

Learn techniques for effective business presentation introductions.



### Intercultural Understanding

Study the importance of hospitality across cultures.

### Corporate Entertaining

Take part in scenarios and fluency exercises to help to become more adept at corporate entertaining.

### Telephone Skills

Improve business telephone skills by focusing on accent reduction and taking part in practice business calls.

### Presentation Skills

Learn how to analyze your audience for a more effective presentation and how to successfully incorporate visual aids to enhance your presentation.



### Intercultural Understanding

Explore the global dimension of business and the effects of globalization in business.

### Brand Management

Learn how to utilize your brand with techniques including; writing a successful sales letter, the importance of product development, and common business metaphors.

### Presentation Skills

Focus on creating a clear outline prior to a business presentation and the how to incorporate non-verbal communication successfully into a business presentation.



### Intercultural Understanding

Learn how to become more culturally aware when taking part in business meetings and negotiations.

### CV Writing

Practice writing a CV in English and learn about the differences between CVs and resumes.

### Public Relations

Study the power of media, social networking, and mission statements using role-plays and problem solving strategies.















### Presentation Skills

Focus on the importance of sequencing and timing in a business presentation.

# LEARNING BEYOND THE CLASSROOM

Business English students have many opportunities to reach their learning goals outside of the classroom as well. ELC offers executive specific activities and accommodations that complement the lesson being learned in the classroom providing students with comprehensive learning and exceptional success.

## BUSINESS ENGLISH STUDENT SAMPLE CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p><b>Seminar:</b> Using Speaking to Powerfully Get Clients</p> 	<p><b>Networking Social:</b> Meet and greet at ELC</p> 	<p>Boston Beer Company</p> 	<p><b>Campus Tour:</b> MIT Sloan School</p> 	<p><b>Company Visit:</b> Innovation Hub Boston</p> 	<p>Happy Hour in the South End</p> 	<p>Optional New York Trip (extra fee):</p> 
<p><b>Free Day:</b> Explore Boston</p> 	<p><b>Seminar:</b> Discover Five Easy Steps to Find Top Outsourcing Talent and Get Great Results</p> 	<p><b>Lecture Series:</b> How to Launch a Seed Round</p> 	<p><b>Campus Tour:</b> Harvard Business School</p> 	<p><b>Company Visit:</b> Tripadvisor</p> 	<p>Happy Hour at Museum of Fine Arts Boston</p> 	<p>Goodbye!</p> 

### SAMPLE CALENDAR ACTIVITY DESCRIPTIONS:

**Networking Social:** The Networking Social gives students an opportunity to meet each other as well as other ELC students and ELC staff. Students with a particular interest in a field may also be introduced to professionals in that field.

**Company Visit:** Students will get the opportunity to visit local-area businesses and decisions-makers in those businesses.

**Campus Tour:** Business English students will visit local business schools that provide high-quality and exclusive MBA programs.

**Lecture Series:** The ELC lecture series is designed to educate Business English students on topics of interest that are relevant to their educational and career ambitions. Special guests may be invited to speak.








**Seminar:** ELC will arrange attendance to locally hosted seminars that are designed for professionals to learn about and develop skills that will help them meet their educational and professional goals.



## ACCOMMODATIONS AND SERVICES







### Executive Homestay

At ELC, we consider the homestay accommodation to be one of the most important services we offer. To most students, their homestay experience is as significant as their academic experience.

-  Offered year-round
-  Single room
-  Breakfast or half-board
-  Free wi-fi available
-  Private bathrooms (supplemental charge)
-  30-45 minutes by public transportation
-  Laundry facilities on-site







### ESL Townhouse Apartments

ESL Townhouse offers private, independent, city-center, studio apartments suitable for one or two people booking together. Private apartments include study area, kitchen with dining area, bathroom and full furnishings. ESL Townhouse is located in walking distance to museums, community gardens, world-renowned business schools.

-  Available year-round
-  Large room with one double bed or two single beds
-  Fully equipped kitchen, dining area, bathroom
-  Free wi-fi
-  20 minutes by public transportation
-  Laundry facilities on-site

### Copley House Apartments

Copley House is located in beautiful townhouses of the historic Back Bay area of Boston. Private apartments include a study area, kitchen with dining area, bathroom and full furnishings. Copley House is located a few steps from Copley Square and the Prudential Center.

-  Available June-September
-  Large room with one double bed
-  Fully equipped kitchen, dining area, bathroom
-  Free wi-fi
-  20 minutes by public transportation
-  Laundry facilities on-site



**Alternative Accommodations** - The ELC Housing Coordinator can find short-term apartment rentals for students as well as make hotel reservations as needed.

**✈️ VIP Airport transfers** - Our experienced chauffeurs greet our executive students upon their arrival to Boston and escort them from the airport to their accommodation by private transfer (supplemental charge).

# INDIVIDUAL EXECUTIVE COURSES

ELC is pleased to offer customized instruction for business professionals looking to achieve industry or discipline specific goals.

**INDIVIDUAL AND SPECIALIZED INSTRUCTION IS AVAILABLE AT ELC LOS ANGELES, BOSTON AND SANTA BARBARA**

## INDIVIDUAL COURSES

Individual courses are designed to suit specific needs in terms of course length and content as well as offer a great deal of personal attention. In the Individual Executive course, students can request a special emphasis on a particular language skill or area of expertise. If students have special learning requirements (English for Specific Purposes), ELC will develop a custom program to suit their needs and goals which will enhance their professional success.



**Sergio Cortes,**  
*Brazil*

//  
ELC has an exceptional methodology and excellent teachers for businesspeople. We focused on learning new vocabulary, reading magazines, articles, newspapers, listening to audio blogs and podcasts and watching videos. All of these related to business. As a result my English improved rapidly. //

## ENGLISH FOR SPECIFIC PURPOSES (ESP)

Clients who prefer one-on-one individual instruction can choose to focus on English for a Specific Purpose with their instructor.

### Areas of expertise include:

- Administration
- Aviation
- Hospitality & Tourism
- Journalism
- Law
- Medicine
- Science

### Our students will gain industry specific knowledge relevant to their careers as a professional. We offer our students:

- Pre-course assessments, which allow ELC to develop the most effective lessons for each individual
- Lessons tailored to our students' individual professional needs
- Training for a wide variety of industries and disciplines
- Lessons for individuals or groups
- Industry and discipline-focused professional development for employee groups
- Quality-conscious, highly efficient, and extremely flexible lessons
- Post-course follow-up and continued online training (via skype) upon request

English for Specific Purposes is also available to closed groups.

# COURSES ON-SITE AND AT ELC FOR LOCAL BUSINESSES

ELC can assist in enhancing your organization's success through providing your employees with comprehensive, dynamic, customized English instruction and professional development programs.

## LOCAL BUSINESS TRAINING FACTFILE

**Levels:** Beginner-Advanced

**Dates:** Available year-round

**Duration:** Customizable

### LOCAL CLIENTS

- Businesses/companies
- Colleges and universities
- Healthcare providers

### LOCATIONS

- Los Angeles
- Boston
- Santa Barbara

### COURSE OPTIONS

- Business English
- General English
- English for a Specific Purpose

### TYPE OF INSTRUCTION

- Individual (customized) instruction
- Small group (customized) instruction

Clients have the option to join ELC classes or participate in their own customized program developed specifically to meet their needs and goals.

## LOCAL CLIENTS OF ELC INCLUDE

- Boston Bruins Professional Hockey Team
- The Boston Conservatory
- Boston Scientific Group
- Cirque du Soleil
- Consulate of Brazil
- Government Agencies
- Los Angeles Lakers
- Sanyo Electric Co., Ltd.



**Christina Nueno,**  
*Spain*

“ I live in Barcelona and most of my clients are foreign people wanting to

buy a house in Barcelona. Having a proper and high level of English is a necessity for my success. I liked very much my classes at ELC because it was a mix of conversation, grammar and business experience. ”

## BENEFITS OF WORKING WITH ELC

est.  
1978

### EXPERIENCE

ELC has taught English for over 35 years and has worked with hundreds of well-known organizations to enhance their employees' English skills



### PERSONAL ATTENTION

ELC assesses our client's learning needs prior to developing their program and offers one-on-one and small group instruction



### SPECIALIZED INSTRUCTION

ELC can customize individual or group instruction so that every client reaches their learning goals



### FLEXIBILITY

The program can be designed to accommodate the date, time and location that is most convenient for our clients and your employees

# ELC



**Shortlisted**

English Language School - North America 2013



**Shortlisted**

English Language School - North America 2012



Association of  
Language Travel  
Organisations



UNIVERSITY of CAMBRIDGE  
ESOL Examinations  
Authorised Centre