



Extra

skills lessons and self-assessment

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# MARKET LEADER



Business English Course Book

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## GET READY FOR THE WORLD

Developed with the Financial Times, Market Leader gives learners confidence to communicate in the corporate world. Learners build English language skills through content covering negotiation, people management, advertising and more. It introduces students to topical business issues while building professional language and communication skills required for the business world.

### Business English



- Allows students to effectively communicate in business environment.
- Develops specialized business vocabulary and language.
- Shows you how to deliver effective presentations.
- Guides you to write letters and emails.
- Prepares you for life in a corporate.



#### The Enrollment requirements

- The Pearson Placement test will determine the learner's English level
- The pre-requisite English proficiency for the elementary level of this course is A2.
- One of our language experts will interview you to determine the most suitable course level.



#### Course Duration

Each level is delivered in 72 hours to be taught in 12 weeks.



#### Course Objectives

- To improve your ability to communicate in English in a wide range of business situations.
- The course book is designed to help you enlarge your knowledge of the business world.
- To become more fluent and confident in using the language of business and increasing your career prospects.

### Course Components



1. Market leader is a five-level English course: elementary, Pre-intermediate, intermediate, upper- intermediate and advanced.
2. Each course consists of 12 units with a case study file at the end of each, which is based on topics of great interest to everyone involved in international business.
3. Presentation and report writing are of high importance and concentration of our Business English.
4. A mid-course and an end-of-the course exam as well as class presentations and writing tasks have been designed for each level.

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