

NEWNHAM LANGUAGE CENTRE
CAMBRIDGE

***E**NGLISH
FOR
EXECUTIVES*

Language courses of quality

Newnham Language Centre
8 Grange Road
Cambridge CB3 9DU
England

Telephone: +44 223 311344
Fax: +44 223 461411
Telex: 818231 NLC G

Principal: Michael Short, B.A., Dip.Ed.

Newnham Language Centre has been established for 16 years and offers a programme of intensive English courses throughout the year for serious students and professional people. All our teachers are well qualified and experienced in teaching English as a foreign language. Our Centre is recognised by the British Council and we are members of ARELS (the Association of Recognised English Language Services).

Satisfied customers include:

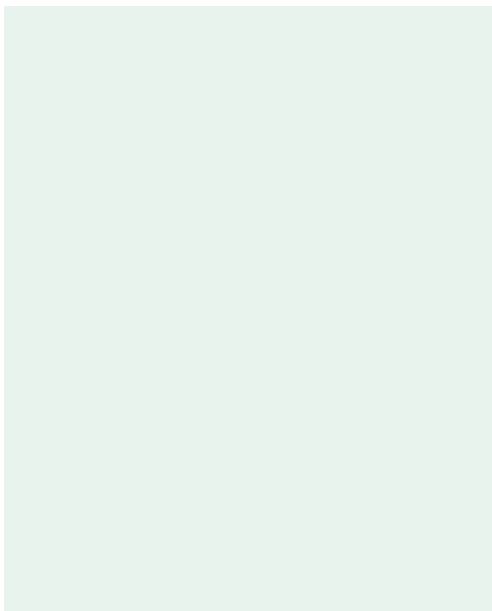
Union Bank of Switzerland
Credit Suisse
Bank Leu
Schweitzer Bankverein
Bank of Tunisia
Bank of Tokyo
Central European International Bank
Limited, Hungary
Olivetti International
and many more

Our excellent facilities include:

Video and audio laboratories
Satellite Television with access to all satellites worldwide
A computer centre
A library which is well stocked with newspapers, periodicals reference books and a lending section
Comfortable tutorial rooms equipped with the most modern teaching aids
A wealth of Business English material, of which a large amount has been created by our professional and experienced Business English staff

Cambridge

Newnham Language Centre is situated in a very attractive part of the University City of Cambridge, close to the University and the river. In the City itself there is a wealth of historical and architecturally interesting buildings to explore and there are excellent museums and art galleries to visit. There is also a rich and varied cultural life including theatres, cinemas, concerts, good restaurants, wine bars and pubs. Cambridge also lies within easy reach of London by road or rail.



King's College, Cambridge

Enrolment Procedure

To make a firm reservation, please return the enrolment form by mail or fax with a deposit of £150 or evidence that the deposit has been sent. We shall **immediately** reserve the accommodation you requested, confirm your booking and send you the pre-course questionnaire.

If your selected course(s) are full, we shall **immediately** return your fee.

Methods of Payment

Payment of fees and deposits can be made in three ways:

1. By *sterling cheque* drawn on a bank in the UK. This is the best and cheapest method. Please send the cheque, together with the enrolment form, direct to: **The Principal, Newnham Language Centre, 8 Grange Road, Cambridge CB3 9DU, England.**
2. By *Eurocheque* up to a maximum of £700. (Your cheque card number must be written on the back.)
3. By *telex transfer* via Lloyds Bank International to: **Newnham Language Centre, Account no. 0666879, Lloyds Bank plc, Gonville Place Branch, Cambridge, England.** Please add £6 to your course fee for this service. Note that your own bank will also make an extra charge.

Conditions of Payment

The deposit of £150 must be sent with the enrolment form (or at the same time, if the enrolment form is sent by fax or the payment is made by bank transfer).

The deposit is deducted from the course fee. **It is not an extra charge.**

The balance of the fee must arrive in Cambridge at least four weeks before the beginning of the course.

If the enrolment is made less than four weeks before the course begins, full fees must be sent with the enrolment.

Fees and deposits are **not** returnable once the enrolment has been accepted.

NEWNHAM LANGUAGE CENTRE
English for Executives Course
Enrolment Form

Please complete in BLOCK LETTERS and return to:

The Principal
Newnham Language Centre
8 Grange Road
Cambridge CB3 9DU
England

Telephone: +44 223 311344

Fax: +44 223 461411

Telex: 818231 NLC G

Family name:

Mr/Mrs/Miss

First name:

Nationality: Mother tongue:

Other languages spoken:

Date of birth:

Home address:

Name and address of your company:

COURSE

Indicate the course and dates you require. Please choose 2 dates in case your first choice is already full.

1st choice

Serial no.

Date

2nd choice

ACCOMMODATION

Do you require accommodation?

YES NO

Please indicate your preference with a tick

1. Family (single room with breakfast and evening meal)

2. 2-star family hotel (single room with bath/shower and breakfast)

3. First-class hotel (single room with bath/shower and breakfast)

Do you smoke?

YES NO

If you have any allergies, disabilities or chronic illnesses, please give details:

PAYMENT

1. DEPOSIT OF £150:

I enclose a sterling cheque / Eurocheque. *(If the enrolment is sent by fax, please send fax copy of the cheque.)*

YES NO

2. DEPOSIT OF £150:

was sent by telex bank transfer. *(Please enclose copy of bank advice note.)*

YES NO

3. FULL TUITION FEE/FULL TUITION AND ACCOMMODATION FEE:

I enclose a sterling cheque / Eurocheque for *(If the enrolment is sent by fax, please send fax copy of the cheque.)*

£

4. FULL TUITION FEE/FULL TUITION AND ACCOMMODATION FEE:

was sent by telex bank transfer.

(Please enclose copy of bank advice note.)

INVOICE

Please send the invoice and enrolment documents to:

Signature:

Date:

NEWNHAM LANGUAGE CENTRE
English for Executives Course
Academic Information

A. For how long have you studied English?

- | | |
|--------------------------|----------------------------|
| 1. At school | <input type="text"/> years |
| 2. At college/university | <input type="text"/> years |
| 3. Other | <input type="text"/> years |

What English examinations have you passed?

B. How do you assess your level of English?

	weak	fair	good	very good
understanding speech	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
speaking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
reading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
writing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C. Needs Analysis

As soon as we receive your enrolment we will send you a questionnaire and blank audio cassette in order to learn as much as possible about your individual needs and language level. When you have completed and returned these to the Course Director, a detailed course plan will be designed.

D. How did you hear of Newnham Language Centre?

- | | |
|----------------------------|--------------------------|
| From a friend or colleague | <input type="checkbox"/> |
| From an agency | <input type="checkbox"/> |
| From the British Council | <input type="checkbox"/> |
| Other | <input type="text"/> |

NEWNHAM LANGUAGE CENTRE
English for Executives Course
Dates and Fees 1993

Serial no.

EX1	2 weeks	1-12 February
EX2	2 weeks	15-26 February
EX3	2 weeks	1-12 March
EX4	2 weeks	15-26 March
EX5	2 weeks	19-30 April
EX6	2 weeks	5-16 July
EX7	2 weeks	19-30 July
EX8	2 weeks	2-13 August
EX9	2 weeks	16-27 August

Tuition only (60 hours)

£1,150

Full tuition and accommodation in a first class hotel, *large room with bath or shower and WC and breakfast* (13 nights)

£2,190

Full tuition and accommodation with a carefully selected family, *single room, breakfast and evening meal* (13 nights)

£1,325

Arrival day:

Sunday before the course starts

Full tuition and accommodation in a good 2-star family hotel, *single room with bath or shower and WC and breakfast* (13 nights)

£1,720

Departure:

Saturday morning after the end of the course

NEWNHAM LANGUAGE CENTRE
English for Executives Course
Questionnaire

A. Personal

1. Name:

2. Address:

Telephone:

Home:

Work:

Fax:

3. Age:

4. Mother tongue:

5. Other languages spoken:

6. Previous courses or training in English, and dates:

B. Work

1. Please give a short description of your present position and responsibilities.

2. Please describe briefly your company (products, markets, trade with English speaking countries).

3. Details of any previous visits to England.

C. Your need for English

Do you	often	sometimes	never
1. Read documents, articles, letters written in English?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Write reports in English?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Write business letters in English?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Negotiate in English?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Deal face to face with customers in English?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Conduct telephone conversations in English?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Take part in meetings conducted in English?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Attend conferences conducted in English?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Give presentations in English?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Use English socially?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D. How do you assess your level of English?

	weak	fair	good	very good
Grammar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speaking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

E. Special areas of interest

Please give us any further information about special interests you feel could be helpful to us in our course planning.

F. Spoken task

Please record a short talk in English (maximum 5 minutes) on the enclosed audio-cassette, explaining why you have decided to participate in our course.

Please return this questionnaire, together with the audio-cassette, as soon as possible to:

**Head of Department
English for Executives
Newnham Language Centre
8 Grange Road
Cambridge CB3 9DU
England**

THANK YOU!



ENGLISH FOR EXECUTIVES

Level: Intermediate

Minimum Age: 25 years

Very Small Groups: Maximum 4 persons

Our *English for Executives* super-intensive 2-week courses recognise the needs of international businessmen and women to:

- communicate successfully and confidently in English
- maximise the use of their limited study time
- receive plenty of individual attention
- work in an efficient and supportive environment.

How does our Centre provide for these needs?

Our courses offer **60 hours** of intensive tuition and directed self-access study. By working in a small group (**maximum 4**), executives are helped to create an *individual learning programme*, while at the same time enjoying the opportunity of exchanging ideas with participants from other business backgrounds. Our experienced staff quickly assess what skills you need to learn and plan a course to meet your *exact requirements*.

Pre-course questionnaire and spoken task

Even before your course begins we will be assessing your requirements. A pre-course questionnaire will be sent to collect information about your precise needs and background. We also assess your fluency and pronunciation level by asking you to record a short talk on a cassette.

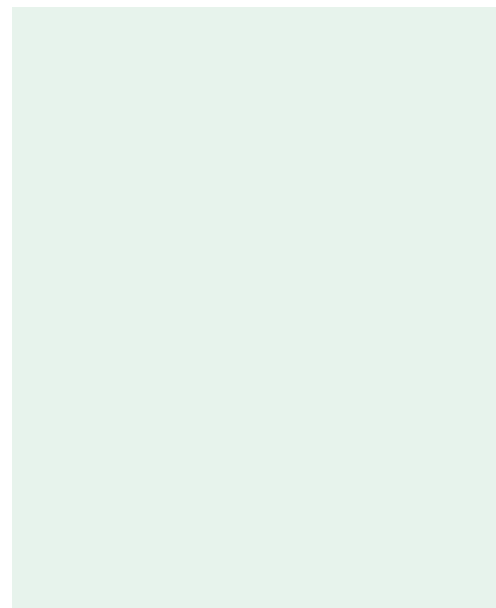
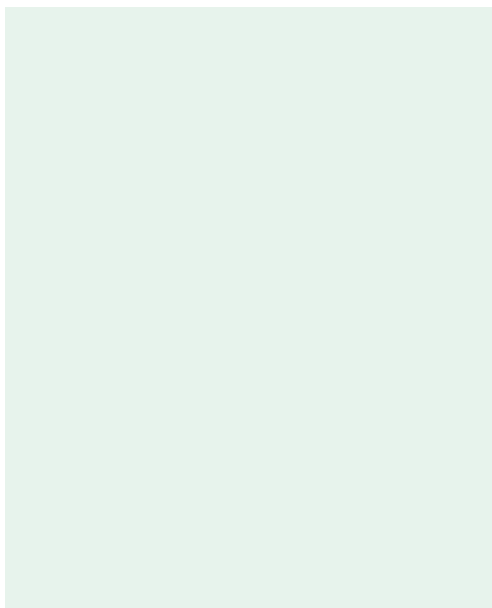
Achieving your targets - course content

English for Executives courses have been developed to improve performance in 4 key areas:

- **Business skills** - taking part in meetings, negotiating terms, telephoning and giving presentations.
- **Linguistic competence** - improving the fluency, accuracy, pronunciation and vocabulary range to perform these business skills successfully.
- **Active listening** - focusing on the essential management skills of note-taking and oral summary vital to all business contexts.
- **Social situations** - relating to business colleagues when making small talk, hosting events or discussing current international issues.

English for Executives - typical timetable

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
09.10	Introductions and needs analysis	Language work: managing change (focus on conditional structures)	Vocabulary extension (related to business needs)	Language work: Describing systems and processes (focus on comparative structures)	Language work: describing trends (using graphs and charts)
10.00					
10.05	Negotiating course content		Summarising authentic texts		
10.55					
MID MORNING BREAK					
11.20	Company structure and position in company	Taking part in meetings. Presenting and supporting opinions	Negotiating: relationship building	Taking part in meetings. Making suggestions	Negotiating: exchanging information and questioning
12.10					
12.15	Supervised self-directed study in video laboratory: e.g. pronunciation	Supervised self-directed study: follow-up work	Supervised self-directed study: 'Meeting to negotiate'	Supervised self-directed study: language work	Supervised self-directed study: case study of a company
13.05					
LUNCH					
14.05	Introduction to active listening skills	Giving presentations. Referring to visuals and organising information	Using the telephone. Checking and discussing information	Mini presentations using authentic text	Simulation: related to client need
14.55					
15.00	'Business Daily' vocabulary and discussion of current issues		Authentic video: active listening	Social English: inviting people (accepting or declining invitations)	
15.50					
16.00	Mini presentation on company structure	Problem solving: groupwork	Vocabulary and discussion		Review of week (focus on individual problems)
17.00					



Negotiating on the telephone

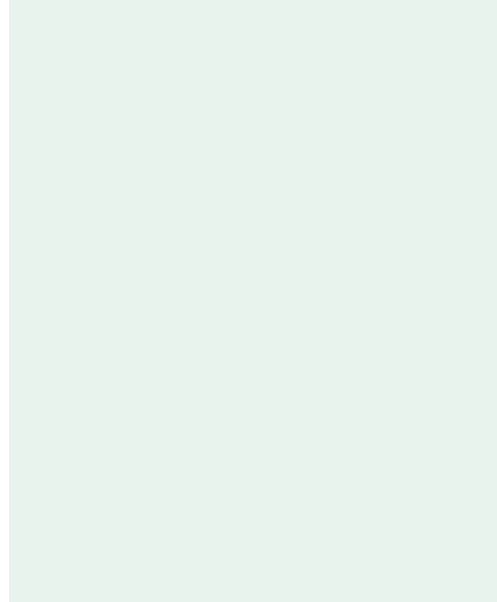
Materials and Methodology

English for Executives courses have been developed by our well-trained and qualified staff who have considerable experience and expertise in working with business and professional clients.

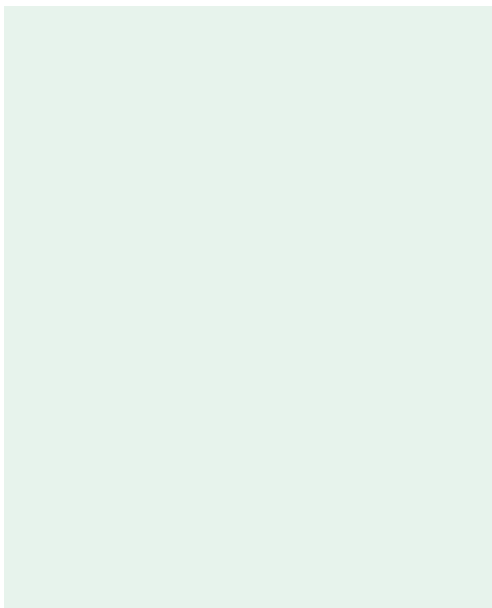
Our courses offer a wide range of language learning activities within a business context. Participants in our small international groups take part in *role-plays, case studies, discussions* and *problem solving tasks* to activate and accelerate their learning process. Performance is monitored by audio and video recording and constructive feedback given to ensure that objectives are being met.

We use current and authentic reading and video resources to promote realistic and challenging opportunities for language practice and exchange of opinion.

The excellent facilities available in our new Video-Language Laboratory also enable executives, with the help and supervision of their tutors, to identify and work on individual areas of interest - pronunciation, grammar practice, comprehension or business topic. **In this way courses can be tailored to meet your exact needs.**



Intensive tuition for Executives



The Video Language Laboratory

Learning strategies for the future

At the end of the intensive English programme, you are given a written report on progress in the course components and helped to assess how well you have achieved your language learning objectives. Our tutors will also help you to develop your own **learning strategies** so that you continue to improve your English after returning to your own business environment.

Accommodation

Newnham Language Centre can arrange single room with half-board (breakfast and evening meal), in a carefully selected English family, or in a comfortable 2-star family hotel (bed and breakfast).

First-class hotel accommodation can also be arranged on request.

Social programme

Newnham Language Centre offers a varied social programme and participants will be able to join, for example, film evenings, visits to the pub, illustrated talks and activities based on the preferences of the group.

Health and Welfare

Newnham Language Centre will assist in arranging medical or dental treatment if required. Course participants from outside the European Economic Community are advised to take out medical insurance.

Transfer from the Airport to Cambridge

On request we can arrange for a taxi to take you from Heathrow (approximately £60), from Gatwick (approximately £65), or from Luton (approximately £35) to Cambridge.

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