



# Undergraduate Certificate in Business English

★ MQF/EQF Level 5

★ Course Start Date: 25th Sep. 2023

## Our Mission & Values

### EXCELLENCE

Excellence is the hallmark of all Ascencia Malta's educational programmes. Our programmes are homegrown, officially accredited by the Malta Further and Higher Education Authority, and designed to put our learners at the centre of their learning. We recruit from among the most talented professionals on the island to give our learners the benefit of first-hand industry experience combined with leading-edge pedagogies.

### ACCESSIBILITY

We strive to ensure that Ascencia Malta is an open to youths from all walks of life who might aspire to take their academic or professional careers to the next level. We prioritise dedication and ambition far above background or origins, as we believe these qualities drive personal growth and shape the leaders of the future.

### LEARNER-CENTREDNESS

To ensure that the ambitions of each individual are not only recognised but celebrated, we are proud to afford our learners individual attention in the classroom. Here, they will find training courses founded on participatory pedagogies and based on the value of concrete examples, real-world engagement, and constant exchange between learners and practitioners. Outside the classroom, we follow learners' progress closely and they know that our doors are open at any time for them to come and present their dream projects or to seek our practical advice.

## Why Malta as a study destination

1. **Cultural Immersion** in a vibrant Mediterranean context
2. **Proficiency in the English language**, one of Malta's two native languages
3. **Globally Recognised Quality Education** with unbeatable affordability
4. **Travel and Leisure**, an ideal staycation and a base for exploring the rest of Europe
5. **International Networking** inside a truly global community of students, professionals, and entrepreneurs
6. **Business-Friendly Environment** in a country that actively promotes innovation, entrepreneurship, and emerging industries
7. **Career Prospects** thanks to employers who value versatility and agility
8. **Personal Growth**, self-discovery and independence as the side-effects of the study-abroad experience

AWARD TITLE	STUDY-UNITS COVERED	TOTAL NUMBER OF ECTS	TOTAL DURATION OF AWARD	TOTAL HOURS OF LESSONS	TOTAL HOURS OF TUTORIALS/ WORKSHOPS	TOTAL SELF-STUDY HOURS
Undergraduate Certificate in Business English	<ul style="list-style-type: none"> <li>• Communication</li> <li>• Building Business Relationships</li> <li>• Alliances between Persons &amp; Businesses</li> <li>• The Information Age: the Right to Privacy at Work?</li> <li>• Crunch Time: Handling Conflict</li> <li>• Team Building</li> <li>• Teams: Meet one, Work in one, Lead one</li> <li>• An Introduction to Global Brand Marketing</li> <li>• Luxury and Corporate Branding</li> <li>• Success</li> <li>• Risky Business</li> <li>• Finding Finance &amp; Raising Money</li> <li>• Investment: Folly &amp; Finance?</li> <li>• Launched: Going Public</li> <li>• Banking, Poverty, Development</li> <li>• "I prefer management": Management Styles</li> <li>• Crisis: Manage This!</li> <li>• Energy</li> <li>• Technology: Measuring the Pace of Change</li> <li>• Get your projects off the ground</li> <li>• Motivational Training</li> <li>• I Can't Get No (Job) Satisfaction</li> <li>• In the Name of the Law</li> <li>• Business (Ad)ventures: Mergers &amp; Acquisitions</li> <li>• Sell, Sell, Sell! Advertise!</li> <li>• The Art of Complaining &amp; Customer Service</li> <li>• Consulting: The Advice Business</li> </ul>	30 ECTS	<ul style="list-style-type: none"> <li>• 52 weeks</li> <li>• Full-time only</li> <li>• 3 semesters</li> </ul>	750 Hours	37 Hours	62 Hours

ASSESSMENT TYPES	ASSESSMENT TYPE & TIMINGS
End-of-Unit Assessment of Communicative Skills (Speaking, Reading, Listening, Vocabulary & Accuracy, Writing)	<ul style="list-style-type: none"> <li>• Summative</li> <li>• At the end of each study-unit (i.e. at the end of every 2 weeks)</li> </ul>
3-Month Review of Communicative Skills (Speaking, Reading, Listening, Vocabulary & Accuracy, Writing)	<ul style="list-style-type: none"> <li>• Summative</li> <li>• At the end of every semester</li> <li>• Tests everything learnt in all the study-units in that semester</li> </ul>
End-of-Course Assessment of Communicative Skills (Speaking, Reading, Listening, Vocabulary & Accuracy, Writing)	<ul style="list-style-type: none"> <li>• Summative</li> <li>• At the end of the last semester of the course</li> <li>• Tests everything learnt during the course</li> </ul>
Presentations	<ul style="list-style-type: none"> <li>• Formative</li> <li>• Ongoing</li> <li>• At least 3 of these types in each study-unit</li> </ul>
Group Work	
Written Assignments	
Classroom Quizzes	
Self-Evaluation	

## Description

The Undergraduate Certificate in Business English is the programme for you if you are:

- A professional or aspiring professional who uses English in the workplace
- Interested in using English on a professional level.
- Facing linguistic gaps or language barriers whenever you consider doing further education business courses or whenever you try to deepen your industry-specific knowledge and skills.

The study-units have been carefully selected and combined to ensure that you leave the programme with a balance of language ability and subject knowledge. This means that the broader themes of communications, conflict, management, branding, risk, banking and finance, energy, technology, human resources, and law serve as a context for key vocabulary and accuracy tips. It also means that you will access these technical subjects through graded and actual material for reading and listening. We aim to develop your specialist vocabulary, evolve your conversational English for professional, social, and cultural exchanges, and bring your reading skills up to the level of sharp understanding which will allow you start thinking critically in English and about English material. Focus on perfecting your language skills specifically to both formal and informal business communication, such as writing e-mails, listening to and participating in meetings, making presentations, and negotiating deals. Through interactive lessons, group discussions, and real-world scenarios, you will build confidence, improve your adaptability to different contexts, and above all, gain fluency in English for use in a business environment.

## What will I be able to do after this Award?

### SPEAKING

- o Ask for factual information, understand and reflect on the answer
- o Deal with routine requests for goods and services
- o Contribute effectively to meetings, brainstorming sessions, and interviews with guest speakers and seminars, amongst other likely scenarios
- o Express own opinion, present arguments with a reasonable amount of practice, and argue for or against a case
- o Confidently deliver prepared presentations that are well-structured, signposted, and which make reference to visual data as well as research material
- o Deliver competent performances in an individual capacity as well as in a team setting
- o Engage in extended conversation with visitors and new connections (for instance, at trade fairs or acquaintances made during conferences) on matters within areas of general business competence, as well as socialise with colleagues, clients, and guests in entertainment settings such as over a meal
- o Practise using English in real-world business scenarios and receive feedback to improve communication skills over the phone and in online as well as in-person scenarios

### LISTENING

- o Follow discussion with only occasional need for clarification
- o Take and pass on most messages during a normal working day
- o Understand a large variety of speakers – sometimes monologuing, dialoguing, or speaking at the same time – speaking at different speeds, with different accents, and at various degrees of technical difficulty
- o Understand the importance of and practise active listening for quality communication, to respond appropriately in business situations, and to prevent communication breakdowns

### READING

- o Gain comprehensive understanding of new reading techniques to add to your abilities (e.g., reading to understand the text's structure, to recall where specific information could be found, for nuance and detail in order to understand the writer's attitude or to prepare a response in either speech or writing)
- o Use reading material and techniques to feed views on a wide range of topics, both familiar and relatively unfamiliar
- o Understand the general meaning of standard business forms, non-routine forms, and even occasionally, non-standard language
- o Understand, within a reasonably short time, most reports, even if the topic is not a predictable one or if the content is rather technical
- o Enhance critical thinking skills and develop the ability to analyse and evaluate all communications within the business environment

## VOCABULARY & ACCURACY

- o Recall chunks of language (e.g., phrasal verbs, word partnerships, fixed expressions, idioms, colloquialisms, conversational phrases) and know when to use them appropriately in speaking or writing
- o Evolve a comprehensive vocabulary for a variety of business-related topics, such as finance, marketing, management, human resources, energy, technology, and law
- o Be able to define and use a number of technical terms appropriately in English
- o Identify and adopt linguistic strategies for developing interpersonal relationships, networking, bargaining, negotiating deals, resolving conflicts, and problem-solving in a wide range of business contexts
- o Improve working grammar and vocabulary to ensure clear and effective communication in business settings
- o Show good to excellent control of a range of simple to complex grammatical forms in language production
- o Increase cross-cultural awareness and understand how to create rapport with business partners from diverse backgrounds

## WRITING

- o Apply knowledge of the various written forms used for professional interaction to construct them according to requirements
- o Get lots of practice writing e-mails, memos, factual reports, press releases, instant messaging and social media updates, business proposals, meeting minutes, plans, and more
- o Learn to summarise, inform, evaluate, advise....all the things you can do in speaking but in writing