

# Executive language courses in the heart of London 2011




UNIVERSITY of CAMBRIDGE  
ESOL Examinations

Authorised Centre



Accredited by the



A young man with dark hair, wearing a blue patterned button-down shirt, is smiling broadly. He is standing behind a clear acrylic podium, with his hands resting on it. The background is a plain, light-colored wall. The image is framed by a large white circular graphic on the left side.

**“ I've definitely noticed an improvement in my English through the excellently prepared courses ranging from grammar to presentations and exciting social activities with brilliant classmates from all over the world. OISE is not an ordinary English school! ”**

**Hak Min Kim,  
South Korea**

Min enrolled on the Quatorial Programme. A professor in Graphic Design at Hanyang University in Seoul, Min's goal is to complete a PHD in Art and Design at a London university. Starting his course with a low intermediate level of English, within three months Min gained an impressive score of 6.0 in the IELTS exam, and he is confident that he will achieve his required score of 7 by the end of his 24 week course.



## Welcome to London

*Central Executive Centre is committed to providing intensive English language training to professionals. Our students are highly motivated and dedicated to enhancing their ability to communicate effectively in English.*

A member of the prestigious OISE group of language schools established in 1973, the school has a reputation for providing challenging courses in an environment conducive to serious study. Managed by Central School of English, the quality and experience provided by our staff is exemplary. We are dedicated to your success.

Located in the heart of London, our students participate in a personalised, well-structured and fast-paced programme whilst enjoying the attractions, both modern and traditional, that the capital city has to offer.

### Why choose our courses?

- results-driven courses designed to be academically challenging for each individual
- courses available at all levels of English from beginner to advanced
- unique range of programmes to reflect your true learning goals
- well-located school in central London, within easy reach of all the main tourist attractions
- professional teachers chosen for their experience and speciality skills and a dynamic enrolments and welfare team to support you during your stay
- modern facilities to reflect the business world and encourage learning
- Bulats testing centre to guide you to a recognised qualification



# The unique benefits of our

Our courses are designed with the belief that clear aims, hard work and individual attention from the teacher achieve the best results. Students can choose from our Quatorial Programme (1 teacher to 4 students) and Tutorial Programme (individual tuition) course options. See page 6 for further details.

All lessons are taught in accordance with our house style, the essential features of which are:

- transparent objectives, clearly identified at the beginning of each lesson
- focus on key language skills and language learning strategies
- appropriate time limits set for each activity
- a pace calculated to challenge the learner at all times
- interaction between teacher-student (and student-student as appropriate)
- private study exercises, which consolidate classroom activities and preparation time to maximise the benefits of the lesson
- feedback on progress achieved at the end of lessons

At Central Executive Centre we provide specialist English language training in the following areas: English for professionals, academic English and career development including pre-MBA preparation, English for general use and exam preparation.

## What will you achieve?

Participants on Central Executive Centre programmes will:

- develop their ability to speak and present in English articulately
- grow in confidence to discuss topics with native speakers in a professional environment
- develop accuracy in grammar and syntax and extend their range of vocabulary
- understand written documents and be able to extract relevant information with efficiency and speed
- increase speed of reaction (absorbing information, processing and responding)
- learn about other cultures and professional environments through socialising with international colleagues
- become more successful in the workplace or at university

Some of the companies whose employees have taken a course with us include:

- |                    |                   |                           |
|--------------------|-------------------|---------------------------|
| ■ ABC Spain        | ■ Decathlon       | ■ KPMG                    |
| ■ Astra Zeneca     | ■ Ernst & Young   | ■ Pfizer                  |
| ■ Banque de France | ■ Hewlett Packard | ■ Pricewaterhouse-Coopers |
| ■ Castorama        | ■ IBM             | ■ Saatchi & Saatchi       |
| ■ Coca-Cola        | ■ Microsoft       | ■ Siemens                 |



# expert language coaching

## Step one - Choose your course aims

### Business English and Professional English

Designed for professionals, this course is ideal for those aiming to develop fluent language skills for frequent use within a business context. The lessons will focus on improving accuracy and fluency in English for confident and successful interaction with colleagues.

#### Sample Programme - Business Timetable: Quatorial + 10 Tutorial

08.30 - 08.45	News Review
08.45 - 09.15	Pre lesson preparation
09.15 - 10.45	Quatorial lesson: Agendas, minutes, interrupting and dealing with interruptions. Grammar and vocabulary for successful business meetings
10.45 - 11.00	Coffee break
11.00 - 11.30	Pre lesson preparation
11.30 - 12.30	Quatorial lesson: Writing e-mails and making business telephone calls - clarity and formality of language
12.30 - 13.00	Quatorial Project: Produce a business plan for a new shop in London - budget, competitors, marketing etc.
13.00 - 14.30	Lunch
14.30 - 15.30	Tutorial One: Negotiating skills and oral practice - Strategy, style and tactics needed to negotiate deals
15.30 - 15.45	Tea Break
15.45 - 16.45	Spoken Performance Workshop: Developing presentation skills - pronunciation and sentence stress
17.00 - 18.00	Tutorial Two: Use of business idioms and phrasal verbs - "talking shop" and "getting straight to the point"

### Academic English and Career Development

For graduates and students seeking to improve their language level, this programme aims to develop accuracy and fluency, expand vocabulary, build confidence in spoken ability (presentations, interviews) and improve fluency in the language for exam success at college, university or business school.

Pre-MBA programme also available.

### English for Universal Use

Available to clients wishing to improve their general level of English, this course will develop students' skills in all areas of the English language. The lessons focus on improving communication skills in English and will include all 4 key constituents of language learning: reading, writing, speaking and listening.

### Exam Preparation

Students can prepare for the IELTS, TOEFL, TOEIC and Cambridge FCE and CAE exams. Our exam preparation courses equip the student with the confidence, ability and skills to be successful in their exams.

## Speciality language skills offered by Central Executive Centre include:

- accountancy
- banking
- finance
- law
- marketing
- commerce
- tourism
- architecture
- media
- medicine
- import & export
- IT
- telecommunications
- human resources
- education



# Our programmes

## Step two - Choose your course programme

### Quatorial Programme

A dynamic combination of lessons focusing on communicating successfully in English. Each day students will partake in the following classes:

#### News Review

Short daily student presentation to the school and group discussion of a news article to start the day.

#### Pre-lesson preparation

Quatorial lessons are preceded by guided preparation to enable the learner to gain maximum benefit from the class.

#### Quatorial lessons

With a maximum of 4 students per class the lesson content is tailor-made to suit the group's needs and goals with a high level of individual attention given by the teacher.

#### Quatorial project

A project-based class to encourage communication and build learner confidence. Each group will research the weekly brief, collate their findings and then perform a succinct presentation.

#### Masterclass

Guided multi-media study which consolidates work completed in the lessons and promotes learner training. 8-12 students per class.

#### Spoken Performance Workshop

Skills and strategies to develop spoken ability and build confidence when speaking English in front of an audience. 8-12 students per class.

### Tutorial Programme

Highly focused courses in one-to-one format giving the student complete individual attention from their tutor. Joining News Review and completing self-study in our modern self-access centre is recommended in addition to these classes. Combining tutorial lessons with self-study provides the perfect opportunity to maximise individual learning objectives.

**Tutorial 15:** 15 individual hours per week

**Tutorial 20:** 20 individual hours per week

**Tutorial 25:** 25 individual hours per week

**Tutorial 30:** 30 individual hours per week

### Quatorial + Tutorial Programmes

Students can combine Quatorial lessons with tutorials. This programme is ideal for those wanting a group dynamic as well as individual attention for their particular weaknesses. Popular combinations include:

#### Quatorial + 5 Tutorials

#### Quatorial + 10 Tutorials

#### Quatorial + 15 Tutorials

See our Dates and Fees 2011 for details regarding which classes are offered on each programme.

*“Lessons are useful. It is a friendly but professional way of studying”*

**Guilio Guidorizzi, Professor, Italy.**



# Accommodation

We believe that comfortable, welcoming accommodation is vital to the enjoyment and success of your course. Staying in an English home is an excellent way to practise your English and we offer homestay accommodation as an integral part of your course. Our carefully chosen host families provide you with a safe and comfortable home-away-from-home to complement your studies in London. Each host is visited regularly to guarantee a high standard. Unless requested otherwise you will be the only person speaking your language in the home. You will have a single room and receive breakfast and dinner each

day. Host families range from families with children to single and retired people.

We understand that you may wish to stay in accommodation that offers more independence. With this in mind we offer:

- centrally located halls of residence, ideal for younger students
- studios offering private bathroom and kitchen facilities just 10 minutes walk from school
- advice on hotels in the area and excellent corporate rates

# Leisure programme

We offer teacher-led social events every day after lessons, enabling students to practise their English in a more natural and sociable environment outside the classroom. The programme is continually updated with the most exciting events that London has to offer. Activities are chosen to show students the wonderful sights of the capital while also providing an insight into the cultural aspects of everyday life in the UK.

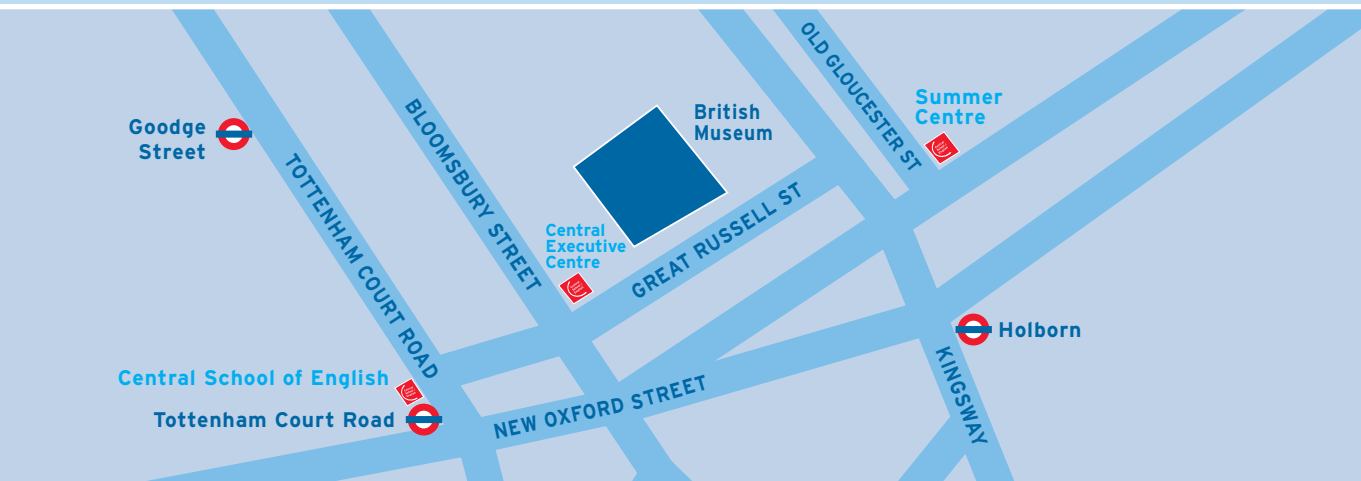
Typical events during the week include:

- dinner at a restaurant with teachers
- theatre trips
- walking tours of London
- Tate Modern art gallery
- Camden market and Primrose Hill

Every weekend we have excursions to popular towns and cities in the UK including Cambridge, Oxford and Stonehenge and Bath.

For details of our current social programme see [www.centralschool.co.uk](http://www.centralschool.co.uk)





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