



This is to certify that

Alan Ford

has completed a training programme leading to the

**Associateship in Teaching English to Speakers
of Other Languages - ACoT (TESOL)**

This certificate has been issued by TESOL-direct.

The course is accredited by the College of Teachers.

Paul Simmonds
BA, PGCE, MA (TESOL)

Course Director

Vince Robbins
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Administrative Director

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Certificate in Teaching Business English to Speakers of Other Languages (Cert. Business TESOL)

The holder of this certificate has covered the following areas associated with teaching English to speakers of other languages:

- ESP and EBP
- What is Business English?
- The trainer's skills
- Needs analysis
- Assessing the level of the participants
- One-to-One courses
- Planning your course
- Your teaching approach
- Role play and simulation games
- Planning your day-to-day teaching
- Planning your lessons
- The first day of your course
- Cross-cultural awareness
- Introducing the target language of your session
- The use of authentic materials
- Teaching new vocabulary
- Use of metaphor and idiomatic language
- Using English on the telephone
- The language of meetings
- The language of negotiation
- Giving presentations
- Listening to presentations
- Report writing
- Punctuation
- Writing formal letters and emails

This certificate qualifies the holder to teach Business English at all levels.

This course is accredited by the
**College of Teachers,
The Institute of Education
20 Bedford Way
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TESOL-direct is a course provider accredited by the College of Teachers.

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