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## Learn Business English at **Active English Academy**

A school dedicated to teaching Business English with a unique relationship with the Manchester Business School



# Business English at its best!



## Welcome to Active Business Academy



**One of the very few schools in England specialising in Intensive English courses for Executives, Professionals and Students about to embark on careers in international business.**

We have a unique relationship with the European Centre for Management Education, part of the Executive Education Centre at the Manchester Business School, ranked for the last five years in the top 25 in the FT Index of the TOP100 MBA Business Schools in the world.

Our Business English courses have been designed to enable our students to communicate effectively in English in the business world. With some of our courses including programmes entirely delivered by the Manchester Business School, you will not only improve your language skills in Business English, but you will also be able to attend specific business courses that no other language school can offer.

Our philosophy at Active English Academy is very much that of the MBS, "Learning by Doing", and our teaching methodology, with its hands-on, practical approach, greatly reflects this way of thinking. We also strongly believe in introducing our learners to the British business culture and our many contacts with local companies enable you to better understand the British way of working via company visits and work placements in many different professional sectors.

By joining our courses, you will also be given the opportunity of studying and working with people of various nationalities enabling you to further understand cultural differences and how to improve communications in a multi-cultural environment.

Our courses take place both in the heart of the vibrant business quarter of Manchester's growing city centre and at the Manchester Business School itself, the perfect environment for commercially-minded people.

So do come and improve your skills with us here in Manchester! We're sure you'll enjoy every minute of your stay.

Nathalie Harrap, School Director

## Manchester, a city with something for everyone!

**We believe that it is essential for our learners to experience, understand and appreciate life in Great Britain, both in a social and business context, to maximise the benefits of the Business English courses that we have on offer.**

And Manchester, the second city in the UK and the regional capital of the North West of England, is the perfect place to study Business English. It was the cradle of the industrial revolution, has kept a strong industrial heritage and continues to have a big impact on the British economy

Manchester has also transformed its landscape to become one of the liveliest and most modern cities in Britain. It mixes the old with the new and offers something for everyone from its renowned theatres, clubs, galleries, museums and music to its impressive shopping centres, cosmopolitan cafés and restaurants. Manchester is, of course, famous for being one of the world's most exciting and original places for both making music and going to listen to it...

Manchester also counts the largest student population in the UK and because of the excellent reputation of its universities, a large proportion of students from all over the world come to study here, making it a truly cosmopolitan city.

With a major international airport as well as two smaller ones nearby, three railway stations, a brand new Metro system and at the hub of the national motorway network, Manchester is easily accessible wherever you come from.



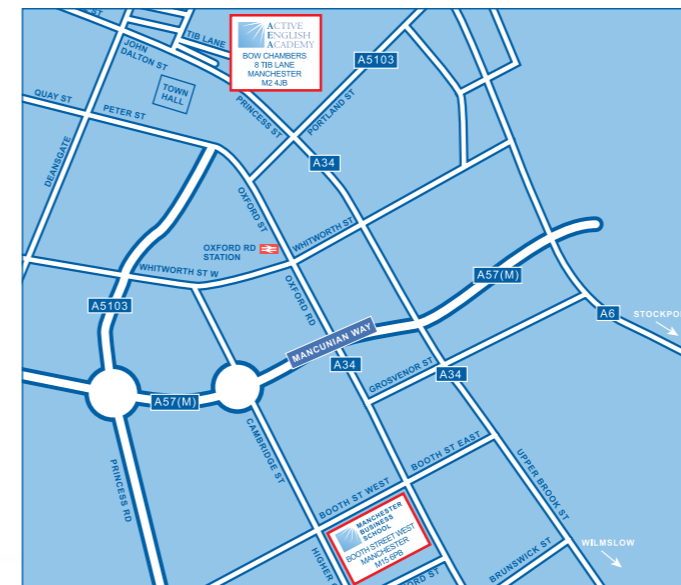
The joy of studying in Manchester is also being able to enjoy all that is around it and discovering the more traditional British way of life. With easy access to the beautiful countryside of the Lake District, the Yorkshire Dales and rural Lancashire, the historic cities of York and Chester, and let's not forget Cheshire and its wonderful stately homes, Manchester's prime location is ideal for a relaxing day out away from the stress of a busy city!

## About our school

**Our Business English courses take place in two excellent locations, Bow Chambers and the Manchester Business School.**

Bow Chambers is a beautiful, traditionally Victorian building located on the edge of the business district, at the heart of Manchester's vibrant city centre and all its amenities.

The Manchester Business School is situated off Oxford Street within walking distance of the city centre and within the University area of Manchester. The MBS has around 2000 students on campus making Manchester the largest campus-based business school in the UK. Our students have access to all amenities within the MBS, including its hotel. Manchester has the largest student population in the UK, hence its very upbeat, cosmopolitan and cultural atmosphere.



## Our facilities are second to none:

- an impressive library,
- bright and airy classrooms,
- a bar and a café,
- a cafeteria and a restaurant with outside terraces,
- a computer area with Internet access and free wi-fi connection.

Our teaching methodology is based on a practical approach. All our tutors are fully qualified in teaching English, more specifically Business English, and many have worked in the business world. We believe in a hands-on approach using authentic materials, working on case studies, making presentations, carrying out missions and networking.

We also strongly believe in introducing our learners to the British business culture and our many contacts with local companies enable you to better understand the British way of working. That is why we feel very strongly about offering all our students a programme of company visits and work placements in many different professional sectors. You will also be given the opportunity of studying and working with people of various nationalities and become more aware of multi-cultural differences in a business and social context.

## Our courses

**Whichever course you have selected, you will, by the end of your stay with us, be able to communicate, socialise and network more confidently and accurately, you will have developed new skills to attend meetings, make presentations, etc., and feel you can work efficiently in a cross-cultural environment. With our Combined Courses, you will also have the unique opportunity of benefiting from some of the world's leading business and management skills.**

On your first day, you will be given an oral and a written test to assess your level of English. You will then be placed in the appropriate class for your level. At any time during your stay, you will be able to talk with your tutors, or Director of Studies to discuss your progress and maximise the benefits of your stay.

At the end of each course, you will be assessed and if you have booked further courses with us, you will be advised on whether you have reached the level necessary to attend the next course you have selected. But don't worry, we will be with you every step of the way to help you reach the level required! At the end of your stay, you will be presented with a Course Certificate stating the number of hours attended and the level you have reached.

We also encourage our students to practise outside the classroom, by joining us in our many business & social activities in and outside Manchester. One of our most popular activities amongst our busy programme, and one we believe is unique to our school, is company visits, during which you get a feel for the way a British company is managed, are able to interact and network with the company employees and become familiar with the British working culture.

If you can't find the Business English course you are looking for, feel you have not yet reached the minimum entry level, or require a more tailor-made programme, please contact us. We will do our utmost to help you find the course most suitable to your needs... we can even customise a programme just for you.



## COURSE A - BUSINESS ENGLISH FOUNDATION

Course Facts	
<b>Class Size:</b>	Max 10 students (average 8)
<b>Minimum Entry Level:</b>	Pre-Intermediate (A2)
<b>Start Dates:</b>	Every 2 weeks
<b>Duration:</b>	2 weeks minimum
<b>No of Lessons:</b>	20 lessons (15 hours per week) Monday-Friday

This course is ideal for business students, executives and managers who wish to improve their professional language skills in a business context. This Foundation Course is particularly recommended for participants who need to improve their communication skills and confidence in Business English and are aspiring to participate in Course B (Intensive Business English).

### Course Summary:

The emphasis will be on improving confidence in speaking, listening and understanding in a business and social context. Activities will be practical and varied to ensure students have every opportunity to participate in a multi-cultural environment.

### Benefits:

Students on this course should gain more confidence and fluency when speaking, be more accurate and clearer in communicating their ideas, be more effective in a range of life and work situations.

## COURSE B - INTENSIVE BUSINESS ENGLISH

Course Facts	
<b>Class Size:</b>	Max 8 students (average 6)
<b>Minimum Entry Level:</b>	Pre-Intermediate (A2)
<b>Start Dates:</b>	Every Monday
<b>Duration:</b>	From one week
<b>No of Lessons:</b>	20 lessons (15 hours per week) Monday-Friday

This course is recommended to participants wishing to be more effective in a professional and social context. This programme is also suitable for learners wishing to reach the level of Business English required for our other courses.

### Course Summary:

The emphasis will be on the identification of strengths and weaknesses, the development of strategies to overcome weaknesses and consolidation through practice in business based simulations.

### Benefits:

Students on this course should become more effective when dealing with business situations, socialise and network with confidence, improve their written communication and work more successfully in a multi-cultural environment.



## COURSE C - ADVANCE BUSINESS ENGLISH

Course Facts	
<b>Class Size:</b>	Max 8 students (average 6)
<b>Minimum Entry Level:</b>	Upper Intermediate (B2)
<b>Start Dates:</b>	Every Monday
<b>Duration:</b>	From one week
<b>No of Lessons:</b>	30 lessons (23 hours per week) Monday-Friday

This course is recommended to participants wishing to integrate a Business Course such as those offered by the Manchester Business School and particularly those offered by the European Business Management Centre at the MBS. It would also be of great value to Business Executives who wish to improve their language skills in specific business topics and situations.

### Course Summary:

The emphasis will be on gaining experience in analysing business issues and situations. Specific business topics will be selected such as Company Structures, Economic Trends, Environmental Issues, European Union, etc. Activities will be varied, hands-on and task-based and will maximise the opportunity for participants to practise. They will include role plays, team work, simulations and case studies.

### Benefits:

Students on this course will be able to participate and cooperate in group situations confidently and accurately, to make proposals, express opinions clearly, socialise and network with confidence, feel at ease when working in a cross-cultural environment

## COURSE D - ONE-TO-ONE INTENSIVE COURSE

Course Facts	
<b>Class Size:</b>	Usually One (2-to-1 or 3-1 on request)
<b>Start Dates:</b>	Recommended start, any Monday, but flexible
<b>Duration:</b>	Flexible
<b>No of Lessons:</b>	20 lessons (15 hours per week) minimum, no maximum

One-to-one tuition courses are ideal for those who need to improve their language skills quickly, have very specific requirements in terms of time available, specialised language competence or simply feel that group training is not suitable.

One-to-one tuition is also a great way to improve your skills quickly when taken in addition to group tuition. It focuses on specific weaknesses and increases the overall level of confidence.

### Course Summary:

One-to-one courses are tailor-made to suit the learner's particular requirements and needs. The programmes are personalised, focused and totally flexible. Flexibility is the keyword for Intensive One-to-One Courses. We recommend a minimum of 15 hours with no maximum. To maximise the benefits of an Intensive Individual programme, we also recommend that learners are accompanied by their tutors for lunch.

We are also able to arrange one-to-one tutorials in the evenings and over the weekends.

Many students choose to combine group tuition with one-to-one tutorials to maximise their progress during their stay with us.

You may also choose to take your individual tuition with one or two other colleagues, making a 2-to-1, or 3-to-1 course. Please contact us for further information.

## COURSE E - COMBINED ADVANCED BUSINESS ENGLISH (Course C) & MANCHESTER BUSINESS SCHOOL PROGRAMMES

Course Facts	
<b>Class Size:</b>	<b>Advanced Business English Course:</b> Max 8 students (average 6) <b>MBS Class:</b> Max 12 students (average 8)
<b>Minimum Entry Level:</b>	C1
<b>Start Dates:</b>	Varies with the MBS Programme selected (Please see Fee Insert)
<b>Duration:</b>	Varies with the MBS Programme selected (Please see below and Fee Insert)
<b>No of Lessons:</b>	<b>Advanced Business English Course:</b> 30 Lessons (23 hours per week) <b>MBS Class:</b> From 9.30am to 3.30pm Monday-Friday

With 30 lessons per week, our 4-week Advanced Business English Course is specifically designed to help you deal with the challenges offered by the Manchester Business School programme studies. Our aim is to build your confidence in working in Business English, using the language accurately and fluently in conversation as well as in reading and writing business documents and to develop cross-cultural awareness.

Our Combined Advanced Business English courses and the MBS programmes will be delivered at the Business School itself. All MBS courses will be taught by MBS lecturers, enabling you to benefit from some of the world's leading business skills. The Manchester Business School's reputation precedes itself and its facilities are second-to-none. Some of the programmes offered by the MBS will enable you to integrate some of the postgraduate studies, such as an MBA, at the Manchester Business School and other UK academic institutions.

### The Combined Courses on offer are:

<b>E1</b>	<b>ADVANCED BUSINESS ENGLISH &amp; LEARNING BY DOING PROGRAMME</b>
<b>E2</b>	<b>ADVANCED BUSINESS ENGLISH &amp; YOUNG LEADER'S DEVELOPMENT PROGRAMME</b>
<b>E3</b>	<b>ADVANCED BUSINESS ENGLISH &amp; EUROPEAN SUMMER STUDY</b>

We can also offer Customised Programmes combining Intensive Business Courses with tailor-made programmes designed by Manchester Business School, such as Business Strategy, Corporate Finance and Capital Markets, Human Resource Management, etc., designed and run by Manchester Business School's European Centre for Management Education. Please contact us with your specific requirements.

## COMBINED COURSE E1: ADVANCED BUSINESS ENGLISH & LEARNING BY DOING

Course Facts	
<b>Duration:</b>	<b>12 weeks</b> (4 weeks Advanced Business English classes + 8 weeks MBS Programme)

### About the Learning by Doing Programme:

After successfully completing the Advanced Business English Course, you will then join the MBS eight-week intensive, full-time programme, which combines an introduction to key business and management concepts, in preparation for your MBA or Masters in Business. It uses a unique practical learning approach which replicates real world business challenges through case studies, group projects, simulations and presentations. You will be placed in situations which mirror both those of postgraduate degrees at the MBS and the workplace, enabling you to take on more effectively the challenges you will face both during your subsequent studies and in the work place.



### Course Summary:

Management of Organisations and Human Resources; Marketing Strategies including how to develop sustainable competitive advantage ; Operations Management and Decision making ; Accounting and Finances including Management Accounting, planning and decision making ; Communications and Presentations, including the 'language of meetings; 'The British and European Business Environment.

### Benefits:

Students on this course will be able to develop key management and business concepts required for an MBA or a Masters in Business Studies, learn to work effectively in multicultural teams, develop key interpersonal skills through regular presentations and ensure a smooth transition into your future studies.



## COMBINED COURSE E2: ADVANCED BUSINESS ENGLISH & YOUNG LEADER'S DEVELOPMENT

### Course Facts

<b>Duration:</b>	<b>13 weeks</b> (4 weeks Advanced Business English classes + 9 weeks MBS Programme)
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#### About the Young Leader's Development Programme:

After successfully completing the Advanced Business English Course, you will then join the MBS nine-week intensive, full-time programme, which is a Management Training Programme aimed at middle and senior managers working in companies and organisations in developed or emerging countries, both in the private and public sectors. Today's private and public sector organisations are faced with growing global competition, major technological changes, economic complexities and ever-increasing customer expectations and need graduates and managers who have an understanding of key management issues and have interpersonal skills.

#### Course Summary:

Managing people and Organisations; Managing skills including effective communications, team meetings, etc.; Marketing including Customers and Markets, International Marketing, etc.; Financial Management and Accounting for the Non-Financial Manager; Business Economics including Developments in the international economy, economic flows, fiscal and monetary policies, European Business environment, etc.; Strategic Management including managing businesses within an international context, industry analysis, etc.; Operations Management and Logistics; In-house European Business project.

#### Benefits:

Students on this course will be able to acquire modern management knowledge and skills, understand how to integrate these skills and apply them to their organisations, to recognise the challenges of managing a team in an ever-changing environment, to develop personally and develop the organisation's resources and capabilities.



## COMBINED COURSE E3: ADVANCED BUSINESS ENGLISH & EUROPEAN SUMMER STUDY

### Course Facts

<b>Duration:</b>	<b>9 weeks</b> (4 weeks Advanced Business English classes + 5 weeks MBS Programme)
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#### About the European Summer Study:

After successfully completing the Advanced Business English Course, you will then join the MBS five-week intensive, full-time programme, which integrates teaching and coursework, supported by company visits and input from professional practitioners. The European Business Project provides the opportunity to implement newly acquired concepts and skills as well as multi-cultural awareness both within the students' teams and when studying in various locations.

With 25 members and the official opening of negotiations to include Turkey and other Balkan countries, it is crucial for business and management, law and international relations students who wish to work in international management, as well as young managers to understand an enlarged Europe and its future. The European Study Programme is designed to help you to understand the European political, economic and social environment. It is taught in the UK, France, Spain and the Czech Republic, enabling students to gain a real perspective on the diverse and complete make-up of the European Union.

#### Course Summary:

The programme will be delivered in four countries: England, France, Spain and the Czech Republic

#### It consists of two modules:

##### Module 1 Two weeks in England

**The European Business Environment, covering topics such as the establishment and development of the EU, the political economy of the EU, economic integration, the effect of the single European market on global trading partners, international business strategies, country risk analysis, etc.**

##### Module 2 One week in France, one week in Spain and one week in the Czech Republic

**The European Business Project brings students to compare and analyse sector structures and organisations in different countries and to discuss investment strategies for foreign firms making major investments in Europe.**

During the Study Trip in France, there will be lectures highlighting the French economic system and the close relationship between the state and the private sector. Company visits will also give project teams the opportunity to gather information about specific sectors and corporations.

During the Study Trip in Spain, there will be company visits and lectures focusing on the integration of a medium sized European economy into the EU.

During the Study Trip in the Czech Republic and more specifically at the University of Economics in Prague, students will experience an Eastern European, post-communist culture, learn about the transition to a capitalist economy and hear the Eastern European perspective on Europe.

#### Benefits:

Students on this course will be able to better understand business activities, firms and structures within the EU and Eastern Europe, to analyse industrial sectors in different European countries, to understand working in a multi-cultural environment. Each participant can actively engage in real, relevant management issues.

## WORK PLACEMENT

Active English Academy has developed strong links with a network of companies in and out of Manchester and is proud to offer its students work placements in many different sectors (engineering, manufacturing, textile, hospitality, law, travel, etc.).

Not only does work experience enable you to improve your language skills, it also gives you a valuable insight into the British business and working culture. Working in a different working environment to the one you are used to, also demonstrates future employers your sense of independence, initiative, adaptability and ability to work in an international context.

If you wish to be placed in a company, we require you to attend, depending on your entry level, a minimum of 4 weeks in Course B or 2 weeks in Course C. To take full advantage of the work placement, we recommend a minimum stay of 4 weeks.



## BUSINESS & SOCIAL PROGRAMME

**At Active English Academy, we believe that it is essential for our learners to experience, understand and appreciate life in Great Britain, in both a social and business context, to maximise the benefits of the courses on offer.**

We offer a number of varied activities, which change regularly and which you can book during your stay with us, enabling you to choose the programme most suited to you. Here are some examples of what you can do whilst staying with us:

#### Executive Programme

**We are probably one of the only schools to offer regular company visits to our students, enabling them to experience first hand how British companies work. We have developed a strong relationship with many companies from various professional sectors (manufacturing, textiles, travel, law, transport, etc.).**

Some companies are based in the vibrant city of Manchester but many are based outside where there is still a strong manufacturing tradition. This enables our learners to come into contact with various working environments.

#### Enjoy Manchester

The second city in the UK, Manchester has kept its strong industrial heritage, whilst embracing the 21st century, and has become a dramatic mix of old and new. The people of Manchester have always had a reputation for being friendly and easy-going. Step into one of the many traditional pubs, bars and cafés and you will soon make new friends. With its cosmopolitan atmosphere, you will be spoilt for choice when it comes to eating.

If it is culture you're looking for, there are many museums, theatres and cinemas to choose from... and let's not forget Manchester's famous music scene.

As for shopping, with its growing, vibrant shopping centre, you will find everything you want and more... from the most stylish of department stores to the quirky, so typically British boutique...

And let's not forget our famous football teams, Manchester United and Manchester City!!! Certainly worth a visit!

Active English Academy organises excursions and regular outings to help you find your bearings and settle in quickly. Most of the events are accompanied by our own staff.



#### Trips outside Manchester

We operate a programme of excursions to ensure you explore life outside a city centre and discover the more traditional British way of life... With easy access to the beautiful countryside of the Lake District, the Yorkshire Dales and rural Lancashire, the historic cities of York and Chester, and let's not forget Cheshire and its wonderful stately homes... you will be amazed!

## Accommodation



#### With a host family

Staying with a family enables you to practise and improve your English outside the classroom. It is also an excellent introduction to the British way of life and culture.

You will be provided with your own bedroom and shared bathroom, breakfast and evening meals on week days, breakfast, lunch and dinner on Sundays.

#### In a hotel

Manchester has a wide range of hotels and we have carefully selected those we feel are most suited to our learners' requirements. From 5\* star hotels to boutique hotels, from luxury accommodation to budget hotels, all located in the city centre, we can help you choose the perfect accommodation for your stay.

We are also able to offer you rooms at very reasonable rates at the hotel located within the Manchester Business School, where many of our courses take place.

#### In a serviced apartment

Some of our learners prefer to stay in one of the high standard apartments available in Manchester city centre. It allows them a lot more freedom, eating in or going out... or simply chilling out in these beautifully furnished flats. These apartments are available both for short and long stays.

#### In a hall of residence (July & August only)

The residences are centrally located and very convenient to all amenities. All single rooms are with en-suite bathrooms. You also have access to a communal kitchen and lounge.

These residences are only available in July and August, and we recommend you book early to secure a room, as they are in high demand.

#### Transfer service

We can, of course, arrange to meet you at the airport or train station and transfer you to your accommodation.

We will organise a single or return transfer on your request.



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