

### TIME SCHEDULE

#### Business Preparation

P1	1:1	Business Meetings
P2	1:1	Business Writing
P3	1:1	Business Speaking
P4	1:1	Business Vocabulary
P5		Self - Study
P6		Self - Study
P7	GC	ESL Group
P8	GC	ESL Group
P9	GC	ESL Group
P10	GC	ESL Group

#### Business Intensive

P1	1:1	Business Meetings
P2	1:1	Business Writing
P3	1:1	Business Speaking
P4	1:1	Professional Class / Vocabulary
P5		Self - Study
P6		Self - Study
P7	GC	Presentation in Meeting 1
P8	GC	Case Study
P9	GC	Business English Speaking
P10	GC	Presentation in Public

- ✓ The above timetable is a reference sample.
- ✓ The time and program are subject to change.

### COURSE OUTLINE

It allows students to focus on key expressions and terminologies in different situations, enabling them to speak English naturally in basic speaking, writing, and meetings within a company.

By practicing professional English presentation skills with CELLA's experienced teachers, this program can significantly improve practical skills in each field.

#### 1 Master of Business Practical English



Efficient and solid short-term curriculum for job seekers to businessmen



It provides an efficient short-term curriculum for successful business processes, covering the most commonly used basic to advanced expressions in business.

#### 2 Business presentation exercise



Business presentation training with professional CELLA teachers

#### 3 General conversation skills training



Learning English presentation skills with professional CELLA teachers specializing in presentation skills can contribute to improving practical work skills in each field.

## CLASS CONTENTS

Class	Subject	Class Description
1:1	Business Meeting	Learners will immerse themselves in the art of conducting and participating in business meetings with confidence, clarity, and professionalism
1:1	Business Writing	Learners will delve into producing clear, concise, and impactful business documents such as emails, reports, and proposals.
1:1	Business Speaking	Learners will engage deeply in the art of business communication, mastering the skills needed to participate in and lead effective business conversations with confidence, clarity, and professionalism.
1:1	Professional Class	Learners will dive into acquiring and applying specialized industry vocabulary relevant to their professional contexts, such as finance, marketing, engineering, or healthcare.
GC	Presentation 1	Students will master the art of delivering compelling presentations during a meeting. They will learn how to structure their presentations logically, starting with engaging introductions and ending with impactful conclusions.
GC	Presentation 2	Students will delve into the art of persuasive public speaking. They will explore the use of rhetorical devices, storytelling, and emotional appeals to effectively influence and engage their audience.
GC	Case Study	Students will cultivate the ability to dissect complex business problems. Throughout the course, they will learn to make informed decisions even when faced with incomplete or conflicting information.
GC	Debate	Students will immerse themselves in structured debates on a range of business-related topics. They will exhibit notable improvements in their debate performance, having engaged in thought-provoking debates that challenge their perspectives.
GC	SEO and Blogging	students will master the art of optimizing blog content for search engines (SEO) while creating engaging and compelling blog posts.
GC	Native English	Study various phrases and expressions that are useful for survival English.

\* **1:1 - MAN to MAN Class**

Man-to-man classes empower learners to confidently conduct business meetings, produce impactful documents, master effective communication, and acquire specialized industry vocabulary.

\* **GC - Group Class**

Students will master presentation skills, persuasive speaking, SEO optimization, survival English, complex problem-solving, and structured debates, equipping them with practical skills for various business scenarios.



**Notes on Testing**

Although not required, BPE course students are encouraged to bring laptops with PowerPoint program for the class.



**BPE Course Certification**



\* will issue a certificate of completion to students who meet the attendance rate of 98% or more.