



BBSI

Bournemouth Business School International

Prospectus
2013-2014



International
Education & Training
www.bbsi.co.uk



BBSI

Accredited by the
BRITISH COUNCIL
for the teaching
of English

**BUSINESS
ENGLISH UK**

Cambridge English
Language Assessment

Exam Preparation Centre



ncfe Investing
in Quality

ENGLISH UK
member



International Association
of Language Centres



BBSI Mission Statement

BBSI is dedicated to developing and delivering courses in English language and professional skills for international adult students. Our focus is on preparing our students either for their future careers or for further study in the UK, where English is a key requirement. Our aim is to offer our education and training in a professional and stimulating environment that provides the learner with the best possible support to achieve their goals. Our team of dedicated staff is committed to ensuring all aspects of life at BBSI meet students' expectations.

Introduction to BBSI

BBSI offers training in a range of academic subjects in the medium of English. Courses include University Foundation, Pre-Masters, and a variety of Vocational and Corporate training programmes. Our university placement service provides assistance in applying to a choice of UK universities.

BBSI is certified with the National Quality Assurance ISO 9001 standard. BBSI is also accredited by the British Council for the teaching of English and is a member of English UK, Business English UK and IALC.

BBSI holds an NCFE Investing In Quality (IIQ) Licence for its specialised English courses. NCFE accreditation provides assurance that the content of a training course is of a high standard and meets the rigorous standards of a national awarding organisation.

Bournemouth University recognises all BBSI University Foundation courses. Successful completion meets the requirements for access to a range of UK university undergraduate courses. Additionally, BBSI is an Authorised Preparation Centre for certain Cambridge English examinations, and is an Approved Training Centre for the Chartered Management Institute.

The 'BBSI Experience'

BBSI was founded in 1992 and occupies 3 prominent Victorian buildings in the centre of Bournemouth, a beautiful seaside resort on the south coast of England.

BBSI offers courses all year round in English language and a variety of popular academic and business related subjects. In addition to studying specialised subjects, students can study for a range of academic and professional qualifications. A variety of courses is available in each of the following categories:

English Language courses (including exam preparation courses)
Business English courses
Vocational courses
University Foundation courses (including the BBSI University Placement Service)
Pre-Masters courses (including the BBSI University Placement Service)
Summer courses
Corporate Training courses



Facilities. BBSI has 23 classrooms, with either interactive Smartboard™, DVD, digital or CD equipment. School capacity is around 300 students. All classes have a maximum of 14 students. School facilities include:

<i>2 fully networked IT rooms</i>	<i>WiFi access throughout the school</i>
<i>lending & reference library</i>	<i>garden & patio area</i>
<i>parking areas for bicycles</i>	<i>student common room with satellite TV & refreshment facilities</i>

Social Programme. BBSI offers a selection of leisure, sports and social activities, designed to appeal to the majority of students, both during the week and at the weekends. In planning the social programme, full account is taken of the cultural differences between life in England and in students' home countries. The school also provides information about events and activities which are run by other organisations within the area. For activities that incur entry fees and transportation costs, a charge will be made. Other events may be free of charge. BBSI social programme events typically include:

<i>museum visits</i>	<i>day trips (to London, Bath, Oxford & elsewhere)</i>
<i>cultural excursions</i>	<i>ice-skating</i>
<i>sporting events</i>	<i>student parties</i>
<i>skills workshops</i>	<i>coffee & conversation club (weekly)</i>
<i>film club</i>	<i>lectures on topics of cultural interest</i>

Student Welfare. BBSI staff have experience and understanding of the many different welfare and cultural needs of international students, and staff have appropriate qualifications and training in welfare. Our policy is to provide and maintain a safe and healthy environment for study. Welfare staff are available throughout normal school opening hours, and emergency staff are contactable at weekends and overnight. Additionally, a personal safety guide for international students is available from the British Council at www.educationuk.org, and UKCISA provides very helpful advice for students at www.ukcisa.org.uk.



Location

BBSI is in the centre of the beautiful resort of Bournemouth on the south coast of England, within easy reach of all amenities. The surrounding countryside is lovely, and the relaxed, friendly and personal atmosphere at BBSI provides a central facility where students can base both the academic and social structures of their lives.

Bournemouth

Bournemouth is a holiday town with a reputation for being sophisticated and vibrant. The town is a regional centre for commerce, with 2 universities, and is a unique and popular place in which to live and study throughout the year. There is plenty of nightlife with a wide range of quality entertainment, including cinemas, concerts, theatres, night clubs, bars and restaurants. Bournemouth is famous for its 7 miles of sandy beaches, parks and gardens, and its cosmopolitan atmosphere. Bournemouth International Airport has daily flights to numerous European destinations and there are daily sea ferries from Poole to France and the Channel Islands.

Surrounding Area

The coastal area to the west of Bournemouth is a designated World Heritage Site. Nearby lies the ancient port of Poole, situated within a vast natural harbour. Poole provides access to wildlife, deserted islands and beautiful landscapes. It is also one of the busiest and most exciting places in the UK to practise water sports. To the east lies Christchurch, in a picturesque setting at the estuaries of 2 rivers. The town has a charming medieval atmosphere and is dominated by its ancient priory.

Travel Details

Bournemouth is less than 2 hours' travelling time from London by train. On their first morning at BBSI, students are welcomed to the school and are provided with an appreciation of local services and amenities. Transport facilities are explained, including bus routes between BBSI and the residential areas where our homestay accommodation is located. Most bus journeys in and around Bournemouth take between 10 and 20 minutes.

Travel Times

Express Coach

From London Heathrow Airport:	2 hours 24 minutes
From London Gatwick Airport:	3 hours 30 minutes
From London Stansted Airport:	4 hours
From Portsmouth Ferry Terminal:	1 hour 20 minutes

Rail

From London Waterloo Station:	1 hour 40 minutes
From Southampton Airport Station:	38 minutes

Road

From London Heathrow Airport:	1 hour 30 minutes
From London Gatwick Airport:	2 hours
From Southampton Airport:	30 minutes
From Bournemouth Airport:	15 minutes

Transfer to Bournemouth

We offer a transfer service from airports, seaports, rail and coach stations to take students directly to their accommodation.



Accommodation

While you study in Bournemouth, it is important that you have somewhere safe and comfortable to live. The right environment will enable you to mix with as many native speakers of English as possible, and absorb local culture in your everyday activities. BBSI offers various accommodation options, designed to meet students' personal requirements.

Standard Homestay Accommodation. BBSI standard homestay provides a single bedroom/study which is available on a part-board basis (breakfast and evening meal Monday-Friday and all meals at weekends), on a bed & breakfast basis, or on a self-catering basis. Most rooms have internet connection. All homestays are inspected regularly to ensure that high standards of comfort, cleanliness, safety and catering are met and maintained.

Executive Homestay Accommodation. BBSI executive homestay provides a more luxurious standard of single bedroom/study with ensuite or private bathroom facilities and internet connection. Executive homestay is available on a part-board basis (breakfast and evening meal Monday-Friday and all meals at weekends), on a bed & breakfast basis, or on a self-catering basis. All homestays are inspected regularly to ensure that high standards of comfort, cleanliness, safety and catering are met and maintained.

Residential Accommodation. BBSI organises both student-style self-catering residential stays and hotel-style residential stays. Breakfast and dinner can also be arranged at some hotel-style residences as an option. Fees vary according to location and room-type, and are published on the BBSI website at www.bbsi.co.uk.

Guest Houses & Hotels. BBSI can recommend several small, friendly guest houses, or hotels, close to the school to suit all budgets. Rooms are generally available with or without private bathrooms. Breakfast and dinner are also available as an option.



Homestay



Executive Homestay



Hotel-Style Residential Accommodation



Student-Style Residence



Academic Summary

Teaching Methodology

BBSI's aim is to develop students' language within real-life contexts on all courses. In General English courses, the emphasis is on improving communication across all 4 skills (reading, writing, speaking and listening). These courses offer a blended learning approach. Classroom teaching includes the use of a Virtual Learning platform that allows students the flexibility to access a wide range of activities to meet their needs and interests, both in school and at home. It also allows BBSI teachers to closely monitor progress and to provide targeted work to challenge students and to personalise learning. On specialised courses, students learn about key concepts and theories within their subject through the medium of English. Students are able to focus on learning the terms, study skills and communication skills that will help them, whether in their career or in higher education. There is a strong emphasis on learner independence, which involves the students in research and collaboration tasks outside the classroom. Those who choose to progress to university have the advantage of academic language skills, as well as specific knowledge about their subject to put them ahead of their peers.

Academic Staff

The emphasis at BBSI is on high-quality professional teaching. We employ full-time native-speaker teachers, as well as part-time teachers and freelance specialists. Our policy is to recruit experienced individuals with at least a first degree, plus an ELT teaching certificate or diploma and appropriate experience, in accordance with the British Council accreditation scheme, *AccreditationUK*. Specialist teachers normally also have appropriate professional qualifications and experience in their respective fields.

Academic Progress Monitoring, Reporting & Assessment

Students take an entry test on arrival at BBSI and are then placed in appropriate classes. Academic achievement is assessed by means of continuous assessment. During their course, students are set a range of course work to assess their progress and understanding, including essays, reports, meeting role-plays, spread-sheets, presentations and academic assignments. We ensure high academic standards and the allocation of an appropriate final grade on all BBSI awards. Student tutorials are an important part of the feedback process, so students are aware of the progress they are making, and how best to improve.

BBSI Awards

BBSI is a holder of the NCFE Investing in Quality (IIQ) licence. The IIQ is designed to give formal recognition to our bespoke education and training provision, which is regarded by Ofqual to be 'non-regulated' provision and therefore not included in the Qualifications and Credit Framework (QCF) or National Qualifications Framework (NQF). All students receive a BBSI award on successful completion of their course.

External Awards

Students who achieve a BBSI Vocational, University Foundation or Pre-Masters Higher-Certificate, Diploma, or Extended Diploma, will also receive certification from the national awarding body, NCFE. This also applies to students who successfully pass the full 8-week Communication & Business Skills course. For further information regarding NCFE, please see page 56, or refer to www.ncfe.org.uk for full details.

Academic Timetables

Lessons are timetabled Monday to Friday, in sessions of two 45-minute lessons, within the study periods detailed in the table opposite. Students receive a personal timetable on arrival at BBSI, and class times are published weekly within the school.

Class Size

All classes have a maximum size of 14 students.

Additional Fees

Fees for external examinations are not included in the BBSI course fees but are published on our website. All books and materials are included in the General English, Business English or Summer course fees. However, a book fee is charged per term or part-term for the Vocational, University Foundation and Pre-Masters courses.

School Opens 0815	
Session 1	0900-1030
Break	
Session 2	1045-1215
Lunch Break	
Session 3	1315-1445
Break	
Session 4	1500-1630
School Closes 1700	

GRADING	GRADE RESULTS	SKILLS & ABILITIES	ATTENDANCE	FOUNDATION TARGETS
DISTINCTION	80% & above	high level of communication and fluency of expression; ability to express complex concepts and knowledge within a chosen field, plus a range of other academic disciplines; ability to study independently at graduate level	90% minimum	Foundation grade sought by top universities
CREDIT	65-79 %	sound level of communication skills; ability to express concepts and knowledge within a chosen field; ability to study independently at graduate level	90% minimum	70% sought by most UK universities
PASS	50-64 %	ability to communicate clearly and to express concepts and knowledge within a chosen field; ability to study at graduate level	80% minimum	
FAIL	below 49 %		70% or below	



Entry Level & Progress Chart

Chart indicates minimum CEFR and IELTS equivalent entry levels. The symbol > indicates a range of entry levels. All courses are available year-round, with the exception of the summer courses, which are available 30 June-22 August 2014.

CEFR	A2		B1				B2					C1														
IELTS	2.5	➡	3.5	➡	4.5	➡	5.0	➡	5.5	➡	6.0	➡	6.5	➡	7.0	➡	7.5									
		12 weeks		12 weeks		12 weeks		12 weeks		12 weeks		12 weeks		12 weeks		12 weeks										
ENGLISH LANGUAGE COURSES (Year-round)																										
General English [20, 24 & 30-lesson programmes (GE 20, GE 24 & GE 30)]									>		>		>		>		>									
						General English [40-lesson programme (GE 40)]									>		>		>							
					English & IELTS [Academic] Preparation [30 & 40-lesson programmes (EIP 30 & EIP 40)]									>		>		>								
BUSINESS ENGLISH COURSES (Year-round)																										
							Communication & Business Skills											>		>		>		>		
									English For Business									>		>		>		>		
CERTIFICATE & HIGHER-CERTIFICATE COURSES (Year-round Vocational & Pre-Masters)																										
									Management & Business Administration									>		>		>		>		
									Marketing, Advertising & Public Relations									>		>		>		>		
									Finance & Financial Services									>		>		>		>		
									Hospitality Management & Tourism									>		>		>		>		
									Legal Studies									>		>		>		>		
									Science, Mathematics & IT									>		>		>		>		
DIPLOMA COURSES (Year-round Vocational, University Foundation & Pre-Masters)																										
							Management & Business Administration											>		>		>		>		
							Marketing, Advertising & Public Relations											>		>		>		>		
							Finance & Financial Services											>		>		>		>		
							Hospitality Management & Tourism											>		>		>		>		
							Legal Studies											>		>		>		>		
							Science, Mathematics & IT											>		>		>		>		
EXTENDED DIPLOMA COURSES (Year-round Vocational, University Foundation & Pre-Masters)																										
				Management & Business Administration														>		>		>		>		>
				Marketing, Advertising & Public Relations														>		>		>		>		>
				Finance & Financial Services														>		>		>		>		>
				Hospitality Management & Tourism														>		>		>		>		>
				Legal Studies														>		>		>		>		>
				Science, Mathematics & IT														>		>		>		>		>
SUMMER COURSES (30 Jun-22 Aug 2014)																										
<div>Potential students wishing to assess their current English language level, should access www.bbsi.co.uk and undertake the BBSI On-Line English Language Test. If submitted to BBSI, individuals will be notified without delay regarding their ability to study their chosen training programme.</div>									English for Business									>		>		>		>		
									Management/Management & Business Skills									>		>		>		>		
									Marketing/Marketing & Business Skills									>		>		>		>		
									Finance/Finance & Business Skills									>		>		>		>		
									Hospitality & Tourism/Hospitality, Tourism & Business Skills									>		>		>		>		
									Legal Studies/Legal Studies & Business Skills									>		>		>		>		
									Science, Mathematics & IT/ Science, Mathematics, IT & Business Skills									>		>		>		>		

Potential students wishing to assess their current English language level, should access www.bbsi.co.uk and undertake the BBSI On-Line English Language Test. If submitted to BBSI, individuals will be notified without delay regarding their ability to study their chosen training programme.



Course Finder

COURSE	BBSI AWARD	MINIMUM ENGLISH ENTRY LEVEL	LESSONS/HOURS WEEKLY *	COURSE DURATION	ENTRY	PAGE
ENGLISH LANGUAGE COURSES						
General English						
GE 20	Certificate	CEFR A2	20 I / 15 h	1-50 weeks	every Monday*	10
GE 24	Certificate	CEFR A2	24 I / 18 h	1-50 weeks	every Monday*	10
GE 30	Certificate	CEFR A2	30 I / 22.5 h	1-50 weeks	every Monday*	10
GE 40	Certificate	CEFR B2	40 I / 30 h	1-50 weeks	every Monday*	10
English & IELTS [Academic] Preparation						
EIP 30	Certificate	CEFR B1	30 I / 22.5 h	1-50 weeks	every Monday*	12
EIP 40	Certificate	CEFR B1	40 I / 30 h	1-50 weeks	every Monday*	12
BUSINESS ENGLISH COURSES						
Communication & Business Skills						
CBS	Certificate	CEFR B2	34 I / 25.5 h	4-8 weeks	year-round ^{Δ*}	13
English For Business						
EFB	Certificate	CEFR B2	30 I / 22.5 h	1-16 weeks	year-round*	14
VOCATIONAL COURSES						
Management & Business Administration (VMB)						
C-VMB	Certificate	CEFR B2	34 I / 25.5 h	4-15 weeks	year-round*	16
HC-VMB	Higher-Certificate	CEFR B2	34 I / 25.5 h	16-23 weeks	year-round*	16
D-VMB	Diploma	CEFR B2	34 I / 25.5 h	24 weeks	year-round*	16
ED-VMB	Extended Diploma	CEFR B1	34 I / 25.5 h	28-50 weeks	year-round*	16
Marketing, Advertising & Public Relations (VMP)						
C-VMP	Certificate	CEFR B2	34 I / 25.5 h	4-15 weeks	year-round*	18
HC-VMP	Higher-Certificate	CEFR B2	34 I / 25.5 h	16-23 weeks	year-round*	18
D-VMP	Diploma	CEFR B2	34 I / 25.5 h	24 weeks	year-round*	18
ED-VMP	Extended Diploma	CEFR B1	34 I / 25.5 h	28-50 weeks	year-round*	18
Finance & Financial Services (VFS)						
C-VFS	Certificate	CEFR B2	34 I / 25.5 h	4-15 weeks	year-round*	20
HC-VFS	Higher-Certificate	CEFR B2	34 I / 25.5 h	16-23 weeks	year-round*	20
D-VFS	Diploma	CEFR B2	34 I / 25.5 h	24 weeks	year-round*	20
ED-VFS	Extended Diploma	CEFR B1	34 I / 25.5 h	28-50 weeks	year-round*	20
Hospitality Management & Tourism (VHT)						
C-VHT	Certificate	CEFR B2	34 I / 25.5 h	4-15 weeks	year-round*	22
HC-VHT	Higher-Certificate	CEFR B2	34 I / 25.5 h	16-23 weeks	year-round*	22
D-VHT	Diploma	CEFR B2	34 I / 25.5 h	24 weeks	year-round*	22
ED-VHT	Extended Diploma	CEFR B1	34 I / 25.5 h	28-50 weeks	year-round*	22
Legal Studies (VLS)						
C-VLS	Certificate	CEFR B2	34 I / 25.5 h	4-15 weeks	year-round*	24
HC-VLS	Higher-Certificate	CEFR B2	34 I / 25.5 h	16-23 weeks	year-round*	24
D-VLS	Diploma	CEFR B2	34 I / 25.5 h	24 weeks	year-round*	24
ED-VLS	Extended Diploma	CEFR B1	34 I / 25.5 h	28-50 weeks	year-round*	24
Science, Mathematics & IT (VMT)						
C-VMT	Certificate	CEFR B2	34 I / 25.5 h	4-15 weeks	year-round*	26
HC-VMT	Higher-Certificate	CEFR B2	34 I / 25.5 h	16-23 weeks	year-round*	26
D-VMT	Diploma	CEFR B2	34 I / 25.5 h	24 weeks	year-round*	26
ED-VMT	Extended Diploma	CEFR B1	34 I / 25.5 h	28-50 weeks	year-round*	26
UNIVERSITY FOUNDATION COURSES						
Management & Business Administration (UMB)						
C-UMB	Certificate	CEFR B2	34 I / 25.5 h	4-15 weeks	year-round*	28
HC-UMB	Higher-Certificate	CEFR B2	34 I / 25.5 h	16-23 weeks	year-round*	28
D-UMB	Diploma	CEFR B2	34 I / 25.5 h	24 weeks	year-round*	28
ED-UMB	Extended Diploma	CEFR B1	34 I / 25.5 h	28-50 weeks	year-round*	28
Marketing, Advertising & Public Relations (UMP)						
C-UMP	Certificate	CEFR B2	34 I / 25.5 h	4-15 weeks	year-round*	30
HC-UMP	Higher-Certificate	CEFR B2	34 I / 25.5 h	16-23 weeks	year-round*	30
D-UMP	Diploma	CEFR B2	34 I / 25.5 h	24 weeks	year-round*	30
ED-UMP	Extended Diploma	CEFR B1	34 I / 25.5 h	28-50 weeks	year-round*	30
Finance & Financial Services (UFS)						
C-UFS	Certificate	CEFR B2	34 I / 25.5 h	4-15 weeks	year-round*	32
HC-UFS	Higher-Certificate	CEFR B2	34 I / 25.5 h	16-23 weeks	year-round*	32
D-UFS	Diploma	CEFR B2	34 I / 25.5 h	24 weeks	year-round*	32
ED-UFS	Extended Diploma	CEFR B1	34 I / 25.5 h	28-50 weeks	year-round*	32
Hospitality Management & Tourism (UHT)						
C-UHT	Certificate	CEFR B2	34 I / 25.5 h	4-15 weeks	year-round*	34
HC-UHT	Higher-Certificate	CEFR B2	34 I / 25.5 h	16-23 weeks	year-round*	34
D-UHT	Diploma	CEFR B2	34 I / 25.5 h	24 weeks	year-round*	34
ED-UHT	Extended Diploma	CEFR B1	34 I / 25.5 h	28-50 weeks	year-round*	34

COURSE	BBSI AWARD	MINIMUM ENGLISH ENTRY LEVEL	LESSONS/HOURS WEEKLY ¹	COURSE DURATION	ENTRY	PAGE
Legal Studies (ULS)						
C-ULS	Certificate	CEFR B2	34 l / 25.5 h	4-15 weeks	year-round*	36
HC-ULS	Higher-Certificate	CEFR B2	34 l / 25.5 h	16-23 weeks	year-round*	36
D-ULS	Diploma	CEFR B2	34 l / 25.5 h	24 weeks	year-round*	36
ED-ULS	Extended Diploma	CEFR B1	34 l / 25.5 h	28-50 weeks	year-round*	36
Science, Mathematics & IT (UMT)						
C-UMT	Certificate	CEFR B2	34 l / 25.5 h	4-15 weeks	year-round*	38
HC-UMT	Higher-Certificate	CEFR B2	34 l / 25.5 h	16-23 weeks	year-round*	38
D-UMT	Diploma	CEFR B2	34 l / 25.5 h	24 weeks	year-round*	38
ED-UMT	Extended Diploma	CEFR B1	34 l / 25.5 h	28-50 weeks	year-round*	38
PRE-MASTERS COURSES						
Management & Business Administration (PMB)						
C-PMB	Certificate	CEFR B2	34 l / 25.5 h	4-15 weeks	year-round*	40
HC-PMB	Higher-Certificate	CEFR B2	34 l / 25.5 h	16-23 weeks	year-round*	40
D-PMB	Diploma	CEFR B2	34 l / 25.5 h	24 weeks	year-round*	40
ED-PMB	Extended Diploma	CEFR B1	34 l / 25.5 h	28-50 weeks	year-round*	40
Marketing, Advertising & Public Relations (PMP)						
C-PMP	Certificate	CEFR B2	34 l / 25.5 h	4-15 weeks	year-round*	42
HC-PMP	Higher-Certificate	CEFR B2	34 l / 25.5 h	16-23 weeks	year-round*	42
D-PMP	Diploma	CEFR B2	34 l / 25.5 h	24 weeks	year-round*	42
ED-PMP	Extended Diploma	CEFR B1	34 l / 25.5 h	28-50 weeks	year-round*	42
Finance & Financial Services (PFS)						
C-PFS	Certificate	CEFR B2	34 l / 25.5 h	4-15 weeks	year-round*	44
HC-PFS	Higher-Certificate	CEFR B2	34 l / 25.5 h	16-23 weeks	year-round*	44
D-PFS	Diploma	CEFR B2	34 l / 25.5 h	24 weeks	year-round*	44
ED-PFS	Extended Diploma	CEFR B1	34 l / 25.5 h	28-50 weeks	year-round*	44
Hospitality Management & Tourism (PHT)						
C-PHT	Certificate	CEFR B2	34 l / 25.5 h	4-15 weeks	year-round*	46
HC-PHT	Higher-Certificate	CEFR B2	34 l / 25.5 h	16-23 weeks	year-round*	46
D-PHT	Diploma	CEFR B2	34 l / 25.5 h	24 weeks	year-round*	46
ED-PHT	Extended Diploma	CEFR B1	34 l / 25.5 h	28-50 weeks	year-round*	46
Legal Studies (PLS)						
C-PLS	Certificate	CEFR B2	34 l / 25.5 h	4-15 weeks	year-round*	48
HC-PLS	Higher-Certificate	CEFR B2	34 l / 25.5 h	16-23 weeks	year-round*	48
D-PLS	Diploma	CEFR B2	34 l / 25.5 h	24 weeks	year-round*	48
ED-PLS	Extended Diploma	CEFR B1	34 l / 25.5 h	28-50 weeks	year-round*	48
Science, Mathematics & IT (PMT)						
C-PMT	Certificate	CEFR B2	34 l / 25.5 h	4-15 weeks	year-round*	50
HC-PMT	Higher-Certificate	CEFR B2	34 l / 25.5 h	16-23 weeks	year-round*	50
D-PMT	Diploma	CEFR B2	34 l / 25.5 h	24 weeks	year-round*	50
ED-PMT	Extended Diploma	CEFR B1	34 l / 25.5 h	28-50 weeks	year-round*	50
CORPORATE TRAINING COURSES			by arrangement			57
SUMMER COURSES (30 June - 22 August 2014)						
General English						
GE 20	Certificate	CEFR A2	20 l / 15 h	1-50 weeks	every Monday*§	67
GE 24	Certificate	CEFR A2	24 l / 18 h	1-50 weeks	every Monday*§	67
GE 30	Certificate	CEFR A2	30 l / 22.5 h	1-50 weeks	every Monday*§	67
GE 40	Certificate	CEFR B2	40 l / 30 h	1-50 weeks	every Monday*§	67
English & IELTS [Academic] Preparation						
EIP 30	Certificate	CEFR B1	30 l / 22.5 h	1-50 weeks	every Monday*§	67
EIP 40	Certificate	CEFR B1	40 l / 30 h	1-50 weeks	every Monday*§	67
Communication & Business Skills						
CBS	Certificate	CEFR B2	34 l / 25.5 h	4-8 weeks	every Monday*§	68
English for Business						
EFB	Certificate	CEFR B2	30 l / 22.5 h	1-16 weeks	every Monday*§	68
Management						
MAN	Certificate	CEFR B2	20 l / 15 h	1-8 weeks	every Monday*§	69
MBS	Certificate	CEFR B2	30 l / 22.5 h	1-8 weeks	every Monday*§	69
Marketing						
MKT	Certificate	CEFR B2	20 l / 15 h	1-8 weeks	every Monday*§	70
MKS	Certificate	CEFR B2	30 l / 22.5 h	1-8 weeks	every Monday*§	70
Finance						
FIN	Certificate	CEFR B2	20 l / 15 h	1-8 weeks	every Monday*§	71
FBS	Certificate	CEFR B2	30 l / 22.5 h	1-8 weeks	every Monday*§	71
Hospitality & Tourism						
HOS	Certificate	CEFR B2	20 l / 15 h	1-8 weeks	every Monday*§	72
HBS	Certificate	CEFR B2	30 l / 22.5 h	1-8 weeks	every Monday*§	72
Legal Studies						
LAW	Certificate	CEFR B2	20 l / 15 h	1-8 weeks	every Monday*§	73
LBS	Certificate	CEFR B2	30 l / 22.5 h	1-8 weeks	every Monday*§	73
Science, Mathematics & IT						
SMT	Certificate	CEFR B2	20 l / 15 h	1-8 weeks	every Monday*§	74
SMS	Certificate	CEFR B2	30 l / 22.5 h	1-8 weeks	every Monday*§	74

¹ All BBSI lessons are of 45 minutes duration. The above table shows the time in both lessons and contact hours.

² Entry to the 4-8 week Communication & Business Skills course is recommended only in weeks 1-5 of each academic term.

³ All courses start on Mondays, however in the event of UK Public Holidays, courses will commence on the following day.

[§] Summer courses are available between 30 June and 22 August 2014.

The BBSI academic year comprises six, 8 week academic terms. Term start dates are published separately in the BBSI Dates & Fees.

English Language Courses

General English

General English courses can be joined weekly throughout the year, and are available at different language levels. Students will be able to improve all 4 language skills (reading, writing, speaking and listening). Access to our Virtual Learning Environment (VLE) is included in all General English courses. All students are tested and interviewed when they arrive at BBSI, and are then placed in classes at appropriate language levels.

Course Objectives.

- * to develop students' knowledge of English grammar & vocabulary
- * to improve students' listening & reading comprehension skills
- * to build fluency & confidence in speaking & pronunciation
- * to improve students' writing skills
- * to prepare students for a Cambridge English examination (optional for GE 30 & GE 40 courses only)
- * to develop students' knowledge of language, current affairs & UK culture (GE 40 course only)

Available Options with GE 30 or GE 40.

(not available with GE20 or GE24)

BBSI provides preparation for a range of English language examinations, within the GE 30 and GE 40 courses (if students choose to take external examinations additional fees would apply). Alternatively, if students wish to simply focus on improving their English skills without preparing for a formal qualification, they can join our English Language Workshop (ELW).

Individual Tuition.

If GE 20, GE 24 or GE 30 students want to focus on specific areas of English or business English, they can combine additional individual lessons with their General English course. Students wishing to take individual lessons should contact BBSI for more information and complete a Training Needs Analysis (additional fees would apply).

Course Details

Choice of Course.

- GE 20: 20 lessons (15 hours) weekly
- GE 24: 24 lessons (18 hours) weekly
- GE 30: 30 lessons (22.5 hours) weekly
- GE 40: 40 lessons (30 hours) weekly

Minimum Age. 18

Levels. GE 20, GE 24 & GE 30 - Elementary to Advanced (CEFR A2-C1)
GE 40 - Intermediate to Advanced (CEFR B2-C1)

Number of Weeks. 1-50

Start Dates. Weekly

Award. BBSI Certificate in General English

Available Options with GE 30 or GE 40.

(not available with GE20 or GE24)

- English Language Workshop (ELW)
- Cambridge English: First (FCE)
- Cambridge English: Advanced (CAE)
- Cambridge English: Business (BEC)



Course Content.

GE20	20 lessons (15 hours) weekly English language, to include grammar & functions, vocabulary development, reading & writing skills, speaking, listening & pronunciation skills.		
GE24	20 lessons (15 hours) weekly English language, to include grammar & functions, vocabulary development, reading & writing skills, speaking, listening & pronunciation skills.	4 lessons (3 hours) weekly additional speaking, listening, reading & writing skills.	
GE30	20 lessons (15 hours) weekly English language, to include grammar & functions, vocabulary development, reading & writing skills, speaking, listening & pronunciation skills.	10 lessons (7.5 hours) weekly English Language Workshop or preparation, for FCE, CAE or BEC.	
GE40	20 lessons (15 hours) weekly English language, to include grammar & functions, vocabulary development, reading & writing skills, speaking, listening & pronunciation skills.	10 lessons (7.5 hours) weekly English Language Workshop or preparation, for FCE, CAE or BEC.	10 lessons (7.5 hours) weekly of extra practice in reading, listening and discussion of current affairs and UK culture.



English Language Courses

English & IELTS [Academic] Preparation

BBSI provides IELTS preparation courses in different formats and at different language levels, from intermediate to advanced (CEFR B1-C1), to suit the personal requirements of students. These courses include extensive language development and preparation for the IELTS examination. They are suitable for those who are 18 years or over, and who require this international qualification to verify their language skills for entry to university/college of further education, or for a future employer. Students are tested and interviewed on arrival at BBSI, and are placed in international classes at an appropriate language level. Students can join this course weekly year-round.

Course Codes.

EIP 30. 30 lessons (22.5 hours) weekly

EIP 40. 40 lessons (30 hours) weekly

Course Objectives.

- * to develop a sound knowledge of English grammar
- * to acquire a broad range of relevant English vocabulary
- * to develop effective listening & reading skills
- * to build fluency & confidence in speaking & pronunciation
- * to integrate our students into living in the UK
- * to maximise the learning experience in the UK
- * to acquire relevant academic study skills
- * to prepare for the IELTS examination
- * to practise all 4 IELTS examination papers



Course Structure.

A minimum of 4 weeks study is required. Students can study 30 lessons (22.5 hours), or 40 lessons (30 hours), weekly. Course breakdown is as follows:

20 lessons (15 hours) weekly in English language, to include grammar & functions, vocabulary development, reading & writing skills, speaking, listening & pronunciation skills.

10 lessons (7.5 hours) weekly in IELTS examination preparation (EIP 30)

20 lessons (15 hours) weekly in IELTS examination preparation (EIP 40)

Award.

BBSI Certificate in English & IELTS [Academic] Preparation

Optional External Examination.

IELTS [Academic]

IELTS Examination Preparation. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. Both the EIP 30 and EIP 40 courses include extensive IELTS examination preparation.

IELTS Examination. IELTS examinations take place monthly in Bournemouth. An examination place can be booked at the time of enrolment with BBSI. Candidates must book for the examination at least 6 weeks before each examination sitting, and are recommended to study for at least 8 weeks prior to the examination, to optimise their chances of success. (IELTS examination fees are not included in the BBSI course fees.)



Business English Courses

Communication & Business Skills

Communication & Business Skills is designed as an introduction to business terms and skills in English, as well as the concepts and communication skills used in the international workplace. The course is a challenging step up from general English study. It includes team-work in meetings, negotiations and presentations, and helps students who are new to business studies to prepare assignments and reports of a professional standard.

Course Objectives.

- * help students develop their understanding of business vocabulary & concepts
- * enable students to communicate more effectively in an international business environment
- * develop students' business English communication skills in relevant contexts
- * prepare students for an internationally recognised English language qualification (optional)

Course Content.

CBS. 20 lessons weekly in Communication & Business Skills
4 lessons weekly in Professional Skills
10 lessons weekly (selected from one of the following):
English Language Workshop (ELW)
preparation for the **Cambridge English: First (FCE)** examination
preparation for the **Cambridge English: Advanced (CAE)** examination
preparation for the **Cambridge English: Business (BEC)** examination

Communication & Business Skills includes:

Business Skills

- * business discussion
- * meetings: managing & participating
- * interview skills
- * meetings: agenda & minutes
- * business correspondence
- * presentation skills
- * negotiation skills
- * effective telephoning
- * effective report writing

Business Topics

- * introduction to business
- * contemporary global issues
- * communication & the workplace
- * ethics & Corporate Social Responsibility
- * management
- * marketing
- * money & the future
- * business travel

Professional Skills include:

- * note-taking
- * structuring business reports
- * developing & supporting professional views
- * reading & summarising
- * delivering presentations
- * correct use of business jargon

Course Details

Course Code. CBS

Course Duration. 4-8 weeks

Minimum Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Entry Dates. Weekly

Minimum Age. 18 years

Awards.

BBSI Certificate in Communication & Business Skills

NCFE Certificate in Communication & Business Skills (full 8 week course only)

Course Structure. 34 lessons (25.5 hours) weekly

Optional External Examinations.

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)

(additional fees would apply)



Business English Courses

English for Business

English for Business is designed for those who need to improve their English for the workplace. The course provides practice in the business language used in different international work contexts. The course includes grammar and vocabulary as used in a range of business fields, as well as focusing on case studies related to business topics.

Course Objectives.

- * develop students' English language in a range of different business contexts
- * provide students with a wider knowledge of relevant business terms
- * enable students to communicate more effectively in an international workplace
- * provide students with practice of business communication skills, to help build confidence
- * prepare students for a recognised English language qualification (optional)

Course Content.

EFB. 20 lessons weekly in English for Business, to include: management, finance, general business, recruitment, marketing, international sales & trade

10 lessons weekly (selected from one of the following):
English Language Workshop (ELW)
 preparation for the **Cambridge English: First (FCE)** examination
 preparation for the **Cambridge English: Advanced (CAE)** examination
 preparation for the **Cambridge English: Business (BEC)** examination

Accredited by the
BRITISH COUNCIL
 for the teaching
 of English

Cambridge English
 Language Assessment
 Exam Preparation Centre

ISO 9001
 REGISTERED
 UKAS
 QUALITY

nefe Investing
 in Quality

IALC
 International Association
 of Language Centres

Course Details

Course Code. EFB

Course Duration. 1-16 weeks

Minimum Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Entry Dates. Weekly

Minimum Age. 18 years

Award. BBSI Certificate in English for Business

Course Structure. 30 lessons (22.5 hours) weekly

Optional External Examinations.

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)

(additional fees would apply)



BBSI Specialised Courses

BBSI offers a range of specialised courses, in different formats, to suit personal needs and training objectives. This enables students to choose the most relevant option to help them achieve their future objectives.

Course Type.

Specialised courses are available in 3 different formats, to enable students to choose the style of course most suited to their future objectives:

Vocational Courses

Vocational courses are designed for students wishing to improve their professional skills and knowledge for their career, before returning to their country to work.

University Foundation Courses

University foundation courses are designed for students wishing to prepare for a first degree at a UK university.

Pre-Masters Courses

Pre-Masters courses are designed for students wishing to prepare for a postgraduate course in the UK.

Course Subjects.

Specialised courses are available in the following subjects:

Management & Business Administration

Marketing, Advertising & Public Relations

Finance & Financial Services

Hospitality Management & Tourism

Legal Studies

Science, Mathematics & IT

Course Content.

The Vocational, University Foundation, and Pre-Masters courses all cover the same specialised topics within each subject. The difference in the course types is within the supplementary parts of the course. By choosing the most appropriate course type for their future needs, students can 'tailor' their studies to best suit their personal requirements. All BBSI specialised courses comprise 34 lessons (25.5 hours) weekly:

Vocational Courses

20 lessons (15 hours) weekly – specialised subject
10 lessons (7.5 hours) weekly – English language
4 lessons (3 hours) weekly – professional skills

University Foundation Courses

20 lessons (15 hours) weekly – specialised subject
10 lessons (7.5 hours) weekly – IELTS examination preparation
4 lessons (3 hours) weekly – academic study skills

Pre-Masters Courses

20 lessons (15 hours) weekly – specialised subject
10 lessons (7.5 hours) weekly – IELTS examination preparation
4 lessons (3 hours) weekly – advanced study skills

Full details of all BBSI specialised courses follow on Pages 16-51.





Vocational Courses

Management & Business Administration

The BBSI vocational courses in Management & Business Administration enable students to study certain concepts and learn specific English communication skills associated with careers in management and business. The minimum age for entry is 18 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised language for management
- * to enable students to communicate more effectively in the context of international management & business
- * to enable students to develop a sound understanding of current theory & practice in management
- * to develop students' professional English communication skills
- * to prepare students for an internationally recognised management qualification
- * to prepare students for an internationally recognised English language qualification (optional)

Course Content. The BBSI Certificate and Higher-Certificate courses include lessons in management, English language and professional skills. The Diploma course additionally includes communication and business skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

Personal Development as a First Line Manager

- * leadership & management styles
- * time management
- * health & safety

Developing Individuals & Teams

- * groups & teams in business
- * management by objectives
- * the training & development process
- * continuous professional development

Managing & Communicating Information

- * gathering & selecting data
- * analysing & evaluating data for decision-making
- * communicating information, conclusions & decisions

Maintaining Quality Standards

- * introduction to quality management
- * TQM
- * quality cultures & standards

Recruitment & Selection

- * HR planning
- * the recruitment & selection process
- * planning & conducting interviews

Improving Team Performance

- * performance management
- * workplace counselling
- * discipline & grievance
- * contract termination & redundancy

Meeting Stakeholder Needs

- * stakeholder analysis & management
- * customer service management
- * management of change

Resource Planning

- * production planning
- * using & controlling resources
- * knowledge management

English Language Elements. Students can choose to prepare for one of 3 different Cambridge English examinations (for those wishing to take an examination, additional fees would apply). For full details, see Page 54. Alternatively, if students wish to simply focus on improving their English grammar and language skills, they can choose to join our English Language Workshop at a language level to suit their needs.

Cambridge English: First (FCE)
Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)
English Language Workshop (ELW)

Professional Skills. The professional skills lessons provide practice in the business English communication skills relevant to students' professional lives during and after study. Lessons cover note-taking, structuring business reports, delivering presentations, developing and supporting professional views, reading and summarising, and correct use of business jargon.



Professional Qualifications. BBSI is an Approved Training Centre for the Chartered Management Institute (CMI). Our Higher-Certificate and Diploma study options cover the full syllabus for the CMI Level 3 Diploma. Candidates who study the Certificate option can also achieve a CMI Award, depending on the number of weeks studied and the number of CMI modules completed. Students can therefore choose to gain an external management qualification from CMI (additional fees would apply). For further information, see Page 55.

Certificate

Course Duration. 4-15 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. C-VMB

Award. BBSI Certificate in Management & Business Administration

Course Structure. Minimum 4 weeks' study required.
34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Management & Business Administration

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

CMI Award in First-Line Management

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)

The number of CMI modules completed would depend upon the number of weeks studied. Each CMI module requires 2 weeks of study.



Higher-Certificate

Course Duration. 16-23 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. HC-VMB

Awards.

BBSI Higher-Certificate in Management & Business Administration
NCFE Certificate in Management & Business Administration

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Management & Business Administration

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

CMI Diploma in First-Line Management

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)

The course syllabus includes all 8 CMI management modules.



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-VMB

Awards.

BBSI Diploma in Management & Business Administration
NCFE Certificate in Management & Business Administration
NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Terms 2 & 3

20 lessons (15 hours) weekly Management & Business Administration

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

CMI Diploma in First-Line Management
Cambridge English: First (FCE)
Cambridge English: Advanced (CAE)
Cambridge English: Business (BEC)

The course syllabus includes all 8 CMI management modules.



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-VMB

Awards.

BBSI Diploma in Management & Business Administration
NCFE Certificate in Management & Business Administration
NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Terms 2 & 3

20 lessons (15 hours) weekly Management & Business Administration

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

CMI Diploma in First-Line Management
Cambridge English: First (FCE)
Cambridge English: Advanced (CAE)
Cambridge English: Business (BEC)

The course syllabus includes all 8 CMI management modules.



Vocational Courses

Marketing, Advertising & Public Relations

The BBSI vocational courses in Marketing, Advertising & Public Relations enable students to study certain concepts and learn specific English communication skills associated with careers in marketing, advertising or public relations. The minimum age for entry is 18 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised language for marketing, advertising & public relations
- * to enable students to communicate more effectively in the context of international marketing, advertising & public relations
- * to enable students to develop a sound understanding of current theory & practice in marketing & promotion
- * to develop students' professional English communication skills
- * to prepare students for an internationally recognised English language qualification (optional)

Course Content. The BBSI Certificate and Higher-Certificate courses include lessons in marketing, English language and professional skills. The Diploma course additionally includes communication and business skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

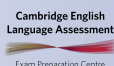
- * nature of marketing
- * global marketing environment
- * understanding customer behaviour
- * marketing research & information systems
- * market segmentation, targeting & positioning
- * promotional tools: advertising, sales promotion, public relations & sponsorship
- * promotional tools: database marketing, direct & internet marketing
- * brand & product management
- * services marketing management
- * pricing strategy
- * distribution management
- * marketing planning & strategy

English Language Elements. Students can choose to prepare for one of 3 different Cambridge English examinations (for those wishing to take an examination, additional fees would apply). For full details, see Page 54. Alternatively, if students wish to simply focus on improving their English grammar and language skills, they can choose to join our English Language Workshop at a language level to suit their needs.

Cambridge English: First (FCE)
Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)
English Language Workshop (ELW)

Professional Skills. The professional skills lessons provide practice in the business English communication skills relevant to students' professional lives during and after study. Lessons cover note-taking, structuring business reports, delivering presentations, developing and supporting professional views, reading and summarising, and correct use of business jargon.



Certificate

Course Duration. 4-15 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. C-VMP

Award. BBSI Certificate in Marketing, Advertising & Public Relations

Course Structure. Minimum 4 weeks' study required.
34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Marketing, Advertising & Public Relations

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Higher-Certificate

Course Duration. 16-23 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. HC-VMP

Awards.

BBSI Higher-Certificate in Marketing, Advertising & Public Relations

NCFE Certificate in Marketing, Advertising & Public Relations

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Marketing, Advertising & Public Relations

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-VMP

Awards.

BBSI Diploma in Marketing, Advertising & Public Relations

NCFE Certificate in Marketing, Advertising & Public Relations

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Terms 2 & 3

20 lessons (15 hours) weekly Marketing, Advertising & Public Relations

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-VMP

Awards.

BBSI Diploma in Marketing, Advertising & Public Relations

NCFE Certificate in Marketing, Advertising & Public Relations

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Terms 2 & 3

20 lessons (15 hours) weekly Marketing, Advertising & Public Relations

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Vocational Courses

Finance & Financial Services

The BBSI vocational courses in Finance & Financial Services enable students to study certain concepts and learn specific English communication skills associated with careers in finance and the financial services industry. The minimum age for entry is 18 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised language for finance
- * to enable students to communicate more effectively in the context of international finance & financial services
- * to enable students to develop a sound understanding of current theory & practice in finance
- * to develop students' professional English communication skills
- * to prepare students for an internationally recognised financial English qualification
- * to prepare students for an internationally recognised English language qualification (optional)

Course Content. The BBSI Certificate and Higher-Certificate courses include lessons in finance, English language and professional skills. The Diploma course also includes communication and business skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

- | | | |
|--------------------------------|-------------------------------|------------------------------------|
| * nature & role of accounting | * cash flow statement | * Central Banks |
| * rights issues & scrip issues | * sources of business finance | * the work of a fund manager |
| * identifying user groups | * debtor management | * types of business structure |
| * direct & indirect costs | * managing working capital | * collective or pooled investments |
| * profit & loss account | * financial ratios | * cash as an investment |
| * cost volume profit analysis | * business plans | * property as an investment |
| * balance sheet | * macroeconomic issues | * fixed interest securities |
| * budgeting | * equity finance | * pricing decisions |

Preparation for the Cambridge English: Financial (ICFE) Examination.

- * reading, writing, listening & speaking concentrating on financial English terminology
- * presenting arguments or expressing opinions on financial situations
- * asking questions or requesting clarification about financial information
- * producing letters, reports & interpreting fact-based correspondence

English Language Elements. Students can choose to prepare for one of 3 different Cambridge English examinations (for those wishing to take an examination, additional fees would apply). For full details, see Page 54. Alternatively, if students wish to simply focus on improving their English grammar and language skills, they can choose to join our English Language Workshop at a language level to suit their needs.

Cambridge English: First (FCE)
Cambridge English: Advanced (CAE)
Cambridge English: Business (BEC)
English Language Workshop (ELW)

Professional Skills. The professional skills lessons provide practice in the business English communication skills relevant to students' professional lives during and after study. Lessons cover note-taking, structuring business reports, delivering presentations, developing and supporting professional views, reading and summarising, and correct use of business jargon.

Professional Qualifications. BBSI is an Authorised Preparation Centre for the Cambridge English: Financial (ICFE). All study options include preparation for the ICFE examination within the syllabus (however, for those wishing to take the examination, additional fees would apply). For further information, see Page 54.



Certificate

Course Duration. 4-15 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. C-VFS

Award. BBSI Certificate in Finance & Financial Services

Course Structure. Minimum 4 weeks' study required.
34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Finance & Financial Services

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: Financial (ICFE)

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Higher-Certificate

Course Duration. 16-23 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. HC-VFS

Awards.

BBSI Higher-Certificate in Finance & Financial Services

NCFE Certificate in Finance & Financial Services

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Finance & Financial Services

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: Financial (ICFE)

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-VFS

Awards.

BBSI Diploma in Finance & Financial Services

NCFE Certificate in Finance & Financial Services

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Terms 2 & 3

20 lessons (15 hours) weekly Finance & Financial Services

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: Financial (ICFE)

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-VFS

Awards.

BBSI Diploma in Finance & Financial Services

NCFE Certificate in Finance & Financial Services

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Terms 2 & 3

20 lessons (15 hours) weekly Finance & Financial Services

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: Financial (ICFE)

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Vocational Courses

Hospitality Management & Tourism

The BBSI vocational courses in Hospitality Management & Tourism enable students to study certain concepts and learn specific English communication skills associated with careers in tourism, or the hospitality industry. The minimum age for entry is 18 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised language for hospitality management & tourism
- * to enable students to communicate more effectively in the context of international hospitality management & tourism
- * to enable students to develop a sound understanding of current theory & practice in hospitality management & tourism
- * to develop students' professional English communication skills
- * to prepare students for an internationally recognised English language qualification (optional)

Course Content. The BBSI Certificate and Higher-Certificate courses include lessons in hospitality, tourism, English language and professional skills. The Diploma course additionally includes communication and business skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

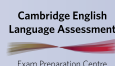
- | | | |
|---|---------------------------------|--------------------------------------|
| * structure of the accommodation industry | * tourism chain of distribution | * hotel front office |
| * travel agency operations | * customer service | * marketing the tourist product |
| * economics of tourism | * HR management | * role of the tour operator |
| * health, hygiene & fire safety | * marketing of package tours | * conference & banqueting operations |
| * the travel industry | * sustainable tourism | |

English Language Elements. Students can choose to prepare for one of 3 different Cambridge English examinations (for those wishing to take an examination, additional fees would apply). For full details, see Page 54. Alternatively, if students wish to simply focus on improving their English grammar and language skills, they can choose to join our English Language Workshop at a language level to suit their needs.

Cambridge English: First (FCE)
Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)
English Language Workshop (ELW)

Professional Skills. The professional skills lessons provide practice in the business English communication skills relevant to students' professional lives during and after study. Lessons cover note-taking, structuring business reports, delivering presentations, developing and supporting professional views, reading and summarising, and correct use of business jargon.



Certificate

Course Duration. 4-15 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. C-VHT

Award. BBSI Certificate in Hospitality Management & Tourism

Course Structure. Minimum 4 weeks' study required.
34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Hospitality Management & Tourism

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Higher-Certificate

Course Duration. 16-23 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. HC-VHT

Awards.

BBSI Higher-Certificate in Hospitality Management & Tourism

NCFE Certificate in Hospitality Management & Tourism

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Hospitality Management & Tourism

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-VHT

Awards.

BBSI Diploma in Hospitality Management & Tourism

NCFE Certificate in Hospitality Management & Tourism

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Terms 2 & 3

20 lessons (15 hours) weekly Hospitality Management & Tourism

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-VHT

Awards.

BBSI Diploma in Hospitality Management & Tourism

NCFE Certificate in Hospitality Management & Tourism

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Terms 2 & 3

20 lessons (15 hours) weekly Hospitality Management & Tourism

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Vocational Courses

Legal Studies

The BBSI vocational courses in Legal Studies enable students to study certain concepts and learn specific English communication skills associated with careers in law and legal services. The minimum age for entry is 18 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised legal language
- * to enable students to communicate more effectively in a legal context
- * to enable students to develop a sound understanding of current theory & practice of law
- * to develop students' professional English communication skills
- * to prepare students for an internationally recognised legal English qualification
- * to prepare students for an internationally recognised English language qualification (optional)

Course Content. The BBSI Certificate and Higher-Certificate courses include lessons in legal studies, English language and professional skills. The Diploma course additionally includes communication and business skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

- | | | |
|--------------------------------|-----------------------------|------------------------|
| * the common law system | * EU law | * English contract law |
| * employment law | * sale of goods law | * agency law |
| * international commercial law | * English company law | * insolvency law |
| * mergers & acquisitions | * intellectual property law | * English property law |

Preparation for the Cambridge English: Legal (ILEC) Examination.

- | | | |
|-----------------------|--------------------------------------|---------------------------------|
| * avoiding 'legalese' | * legal negotiations | * understanding legal documents |
| * role play | * drafting legal documents & letters | |

English Language Elements. Students can choose to prepare for one of 3 different Cambridge English examinations (for those wishing to take an examination, additional fees would apply). For full details, see Page 54. Alternatively, if students wish to simply focus on improving their English grammar and language skills, they can choose to join our English Language Workshop at a language level to suit their needs.

Cambridge English: First (FCE)
Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)
English Language Workshop (ELW)

Professional Skills. The professional skills lessons provide practice in the business English communication skills relevant to students' professional lives during and after study. Lessons cover note-taking, structuring business reports, delivering presentations, developing and supporting professional views, reading and summarising, and correct use of business jargon.

Professional Qualifications. BBSI is an Authorised Preparation Centre for the Cambridge English: Legal (ILEC). All study options include preparation for the ILEC examination within the syllabus (for those wishing to take the examination, additional fees would apply). For further information, see Page 54.



Certificate

Course Duration. 4-15 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. C-VLS

Award. BBSI Certificate in Legal Studies

Course Structure. Minimum 4 weeks' study required.
34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Legal Studies

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: Legal (ILEC)

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Higher-Certificate

Course Duration. 16-23 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. HC-VLS

Awards.

BBSI Higher-Certificate in Legal Studies
NCFE Certificate in Legal Studies

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Legal Studies

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: Legal (ILEC)

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-VLS

Awards.

BBSI Diploma in Legal Studies

NCFE Certificate in Legal Studies

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Terms 2 & 3

20 lessons (15 hours) weekly Legal Studies

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: Legal (ILEC)

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. D-VLS

Awards.

BBSI Diploma in Legal Studies

NCFE Certificate in Legal Studies

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Terms 2 & 3

20 lessons (15 hours) weekly Legal Studies

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: Legal (ILEC)

Cambridge English: First (FCE)

Cambridge English: Advanced (CAE)

Cambridge English: Business (BEC)



Vocational Courses

Science, Mathematics & IT

The BBSI vocational courses in Science, Mathematics & IT enable students to study certain concepts and learn specific English communication skills associated with careers in technology, engineering and industry. The minimum age for entry is 18 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with the specialised language of science, mathematics and IT
- * to enable students to communicate more effectively in a technical-related international environment
- * to enable students to develop a sound understanding of current theory & practice in science, mathematics and IT
- * to develop students' professional English communication skills
- * to prepare students for an internationally recognised English language qualification (optional)

Course Content. All courses include lessons in science, mathematics, IT, English language and professional skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

Mathematics

- | | | |
|---------------------------|-----------------------------------|-----------------------|
| * mathematical vocabulary | * statistics & probability theory | * graphs of functions |
| * algebra | * sequences & series | * applied mathematics |
| * angles, bearings & maps | * differentiation & integration | * motion & vectors |
| | * trigonometry | |

Science

- | | | |
|-------------------------|---------------------------|--|
| * force & effect | * environmental science | * research methods |
| * electromagnetic waves | * industrial chemistry | * writing scientific reports |
| * chemical reactions | * properties of materials | * electricity |
| * atomic theory | * energy & power | * reading & interpreting scientific data |

IT

- | | | |
|---------------------------------|--------------------------------|---|
| * SQL | * web design with HTML | * object-oriented programming with Java |
| * Microsoft Office applications | * software engineering | * computer architecture |
| * binary system | * data security | * network protocols |
| * operating systems | * using a computer effectively | |

English Language Elements. Students can choose to prepare for one of 3 different Cambridge English examinations (for those wishing to take an examination, additional fees would apply). For full details, see Page 54. Alternatively, if students wish to simply focus on improving their English grammar and language skills, they can choose to join our English Language Workshop at a language level to suit their needs.

Cambridge English: First (FCE)
Cambridge English: Advanced (CAE)
Cambridge English: Business (BEC)
English Language Workshop (ELW)

Professional Skills. The professional skills lessons provide practice in the business English communication skills relevant to students' professional lives during and after study. Lessons cover note-taking, structuring business reports, delivering presentations, developing and supporting professional views, reading and summarising, and correct use of business jargon.



Certificate

Course Duration. 4-15 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. C-VMT

Award. BBSI Certificate in Science, Mathematics & IT

Course Structure. Minimum 4 weeks' study required.
34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Science, Mathematics & IT

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: First (FCE)
Cambridge English: Advanced (CAE)
Cambridge English: Business (BEC)



Higher-Certificate

Course Duration. 16-23 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. HC-VMT

Awards.

BBSI Higher-Certificate in Science, Mathematics & IT
NCFE Certificate in Science, Mathematics & IT

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Science, Mathematics & IT

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: First (FCE)
Cambridge English: Advanced (CAE)
Cambridge English: Business (BEC)



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-VMT

Awards.

BBSI Diploma in Science, Mathematics & IT
NCFE Certificate in Science, Mathematics & IT

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Science, Mathematics & IT

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: First (FCE)
Cambridge English: Advanced (CAE)
Cambridge English: Business (BEC)



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-VMT

Awards.

BBSI Diploma in Science, Mathematics & IT
NCFE Certificate in Science, Mathematics & IT

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

20 lessons (15 hours) weekly Science, Mathematics & IT

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language

Optional External Examinations.

Cambridge English: Legal (ILEC)
Cambridge English: First (FCE)
Cambridge English: Advanced (CAE)
Cambridge English: Business (BEC)



University Foundation Courses

Management & Business Administration

The BBSI university foundation courses in Management & Business Administration enable students to study certain concepts and learn specific English communication skills for university study in management and business. Bournemouth University recognises all BBSI University Foundation courses, with successful completion meeting the requirements for access to a wide range of UK University undergraduate courses. The minimum age for entry is 18 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised language for management
- * to enable students to communicate more effectively in the context of international management & business
- * to enable students to develop a sound understanding of current theory & practice in management
- * to develop students' business English communication skills
- * to prepare students for an internationally recognised management qualification
- * to develop students' academic study skills and prepare them for the IELTS examination.

Course Content. The Diploma course includes lessons in communication and business skills, management, IELTS examination preparation and academic study skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

Personal Development as a First Line Manager

- * leadership & management styles
- * time management
- * health & safety

Developing Individuals & Teams

- * groups & teams in business
- * management by objectives
- * the training & development process
- * continuous professional development

Managing & Communicating Information

- * gathering & selecting data
- * analysing & evaluating data for decision-making
- * communicating information, conclusions & decisions

Maintaining Quality Standards

- * introduction to quality management
- * TQM
- * quality cultures & standards

Recruitment & Selection

- * HR planning
- * the recruitment & selection process
- * planning & conducting interviews

Improving Team Performance

- * performance management
- * workplace counselling
- * discipline & grievance
- * contract termination & redundancy

Meeting Stakeholder Needs

- * stakeholder analysis & management
- * customer service management
- * management of change

Resource Planning

- * production planning
- * using & controlling resources
- * knowledge management

IELTS [Academic] Examination Preparation. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. All university foundation courses include extensive IELTS examination preparation (for those who choose to take the IELTS examination, additional fees would apply).

Academic Study Skills.

listening to lectures
taking notes

locating information within academic texts
contributing to seminars



Professional Qualifications. BBSI is an Approved Training Centre for the Chartered Management Institute (CMI). Both university foundation study options cover the full syllabus for the CMI Level 3 Diploma. Students can therefore choose to gain an external management qualification from CMI (additional fees would apply). For further information, see Page 55.

UK University Placement. During their course, students will receive help and guidance for applying to a UK university, and on what to expect from university life. All foundation students who successfully complete their course are assured of a conditional offer of a university place before graduating from BBSI. For further information, see Page 53.

Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-UMB

Awards.

BBSI University Foundation Diploma in Management & Business Administration
NCFE Certificate in Management & Business Administration
NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills
4 lessons (3 hours) weekly Academic Study Skills
10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Management & Business Administration
4 lessons (3 hours) weekly Academic Study Skills
10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

CMI Diploma in First-Line Management
IELTS [Academic]

The course syllabus includes all 8 CMI management modules.



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-UMB

Awards.

BBSI University Foundation Diploma in Management & Business Administration
NCFE Certificate in Management & Business Administration
NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language
4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills
4 lessons (3 hours) weekly Academic Study Skills
10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Management & Business Administration
4 lessons (3 hours) weekly Academic Study Skills
10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

CMI Diploma in First-Line Management
IELTS [Academic]

The course syllabus includes all 8 CMI management modules.



University Foundation Courses

Marketing, Advertising & Public Relations

The BBSI university foundation courses in Marketing, Advertising & Public Relations enable students to study certain concepts and learn specific English communication skills for university study in marketing, advertising, or public relations. Bournemouth University recognises all BBSI University Foundation courses, with successful completion meeting the requirements for access to a wide range of UK University undergraduate courses. The minimum age for entry is 18 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised language for marketing, advertising & public relations
- * to enable students to communicate more effectively in the context of marketing, advertising & public relations
- * to enable students to develop a sound understanding of current theory & practice in marketing & promotion
- * to develop students' business English communication skills
- * to develop students' academic study skills and prepare them for the IELTS examination

Course Content. The Diploma course includes lessons in communication and business skills, marketing, IELTS examination preparation and academic study skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

- * the nature of marketing
- * the global marketing environment
- * understanding customer behaviour
- * marketing research & information systems
- * market segmentation, targeting & positioning
- * promotional tools: advertising, sales promotion, public relations & sponsorship
- * promotional tools: database marketing, direct & internet marketing
- * brand & product management
- * services marketing management
- * pricing strategy
- * distribution management
- * marketing planning & strategy

IELTS [Academic] Examination Preparation. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. All university foundation courses include extensive IELTS examination preparation (for those who choose to take the IELTS examination, additional fees would apply).

Academic Study Skills.

- listening to lectures*
- taking notes*
- locating information within academic texts*
- contributing to seminars*

UK University Placement. During their course, students will receive help and guidance for applying to a UK university, and on what to expect from university life. All foundation students who successfully complete their course are assured of a conditional offer of a university place before graduating from BBSI. For further information, see Page 53.



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-UMP

Awards.

BBSI University Foundation Diploma in Marketing, Advertising & Public Relations

NCFE Certificate in Marketing, Advertising & Public Relations

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Academic Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Marketing, Advertising & Public Relations

4 lessons (3 hours) weekly Academic Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination.

IELTS [Academic]



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-UMP

Awards.

BBSI University Foundation Diploma in Marketing, Advertising & Public Relations

NCFE Certificate in Marketing, Advertising & Public Relations

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Academic Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Marketing, Advertising & Public Relations

4 lessons (3 hours) weekly Academic Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination.

IELTS [Academic]



University Foundation Courses

Finance & Financial Services

The BBSI university foundation courses in Finance & Financial Services enable students to study certain concepts and learn specific English communication skills for university study in finance and financial services. Bournemouth University recognises all BBSI University Foundation courses, with successful completion meeting the requirements for access to a wide range of UK University undergraduate courses. The minimum age for entry is 18 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised language for finance
- * to enable students to communicate more effectively in the context of international finance & financial services
- * to enable students to develop a sound understanding of current theory & practice in finance
- * to develop students' academic study skills and prepare them for the IELTS examination
- * to develop students' business English communication skills
- * to prepare students for an internationally recognised financial English qualification

Course Content. The Diploma course includes lessons in communication and business skills, finance, IELTS examination preparation and academic study skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

- | | | |
|------------------------------------|--------------------------------|-------------------------------|
| * nature & role of accounting | * rights issues & scrip issues | * identifying user groups |
| * direct & indirect costs | * profit & loss account | * cost volume profit analysis |
| * balance sheet | * budgeting | * cash flow statement |
| * sources of business finance | * debtor management | * managing working capital |
| * financial ratios | * macroeconomic issues | * equity finance |
| * Central Banks | * the work of a fund manager | * types of business structure |
| * collective or pooled investments | * cash as an investment | * property as an investment |
| * fixed interest securities | * pricing decisions | * business plans |

Preparation for the Cambridge English: Financial (ICFE) Examination.

- * reading, writing, listening & speaking concentrating on financial English terminology
- * presenting arguments or expressing opinions on financial situations
- * asking questions or requesting clarification about financial information
- * producing letters, reports & interpreting fact-based correspondence

IELTS [Academic] Examination Preparation. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. All university foundation courses include extensive IELTS examination preparation (for those who choose to take the IELTS examination, additional fees would apply).

Academic Study Skills.

listening to lectures
taking notes

locating information within academic text
contributing to seminars

Professional Qualifications. BBSI is an Authorised Preparation Centre for the Cambridge English: Financial (ICFE). Both BBSI foundation study options include preparation for the ICFE examination within the syllabus (for those taking the examination, additional fees would apply). For further information, see Page 54.

UK University Placement. During their course, students will receive help and guidance for applying to a UK university, and on what to expect from university life. All foundation students who successfully complete their course are assured of a conditional offer of a university place before graduating from BBSI. For further information, see Page 53.

Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-UFS

Awards.

BBSI University Foundation Diploma in Finance & Financial Services
NCFE Certificate in Finance & Financial Services
NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills
4 lessons (3 hours) weekly Academic Study Skills
10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Finance & Financial Services
4 lessons (3 hours) weekly Academic Study Skills
10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

IELTS [Academic]
Cambridge English: Financial (ICFE)



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-UFS

Awards.

BBSI University Foundation Diploma in Finance & Financial Services
NCFE Certificate in Finance & Financial Services
NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language
4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills
4 lessons (3 hours) weekly Academic Study Skills
10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Finance & Financial Services
4 lessons (3 hours) weekly Academic Study Skills
10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

IELTS [Academic]
Cambridge English: Financial (ICFE)



University Foundation Courses

Hospitality Management & Tourism

The BBSI university foundation courses in Hospitality Management & Tourism enable students to study certain concepts and learn specific English communication skills for university study in hospitality and tourism. Bournemouth University recognises all BBSI University Foundation courses, with successful completion meeting the requirements for access to a wide range of UK University undergraduate courses. The minimum age for entry is 18 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised language for hospitality management & tourism
- * to enable students to communicate more effectively in the context of international hospitality management & tourism
- * to enable students to develop a sound understanding of current theory & practice in hospitality management & tourism
- * to develop students' business English communication skills
- * to develop students' academic study skills and prepare them for the IELTS examination

Course Content. The Diploma course includes lessons in communication and business skills, hospitality management, tourism, IELTS examination preparation and academic study skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

- | | | |
|---------------------------------|------------------------------|---|
| * tourism chain of distribution | * hotel front office | * structure of the accommodation industry |
| * travel agency operations | * customer service | * marketing the tourist product |
| * economics of tourism | * HR management | * role of the tour operator |
| * health, hygiene & fire safety | * marketing of package tours | * conference & banqueting operations |
| * the travel industry | * sustainable tourism | |

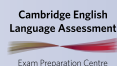
IELTS [Academic] Examination Preparation. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. All university foundation courses include extensive IELTS examination preparation (for those who choose to take the IELTS examination, additional fees would apply).

Academic Study Skills.

*listening to lectures
taking notes*

*locating information within academic text
contributing to seminars*

UK University Placement. During their course, students will receive help and guidance for applying to a UK university, and on what to expect from university life. All foundation students who successfully complete their course are assured of a conditional offer of a university place before graduating from BBSI. For further information, see Page 53.



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-UHT

Awards.

BBSI University Foundation Diploma in Hospitality Management & Tourism

NCFE Certificate in Hospitality Management & Tourism

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Academic Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Hospitality Management & Tourism

4 lessons (3 hours) weekly Academic Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination.

IELTS [Academic]



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-UHT

Awards.

BBSI University Foundation Diploma in Hospitality Management & Tourism

NCFE Certificate in Hospitality Management & Tourism

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language & IELTS Preparation

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Academic Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Hospitality Management & Tourism

4 lessons (3 hours) weekly Academic Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination.

IELTS [Academic]



University Foundation Courses

Legal Studies

The BBSI university foundation courses in Legal Studies enable students to study certain concepts and learn specific English communication skills for university study in law and legal services. Bournemouth University recognises all BBSI University Foundation courses, with successful completion meeting the requirements for access to a wide range of UK University undergraduate courses. The minimum age for entry is 18 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised legal language
- * to enable students to communicate more effectively in a legal context
- * to enable students to develop a sound understanding of current theory & practice of law
- * to develop students' business English communication skills
- * to develop students' academic study skills and prepare them for the IELTS examination
- * to prepare students for an internationally recognised legal English qualification

Course Content. The Diploma course includes lessons in communication and business skills, legal studies, IELTS examination preparation and academic study skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

- | | | |
|--------------------------------|-----------------------------|------------------------|
| * the common law system | * EU law | * English contract law |
| * employment law | * sale of goods law | * agency law |
| * international commercial law | * English company law | * insolvency law |
| * mergers & acquisitions | * intellectual property law | * English property law |

Preparation for the Cambridge English: Legal (ILEC) Examination.

- | | | |
|---------------------------------|----------------------|--------------------------------------|
| * understanding legal documents | * legal negotiations | * drafting legal documents & letters |
| * client interviews | * role play | * avoiding 'legalese' |

IELTS [Academic] Examination Preparation. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. All university foundation courses include extensive IELTS examination preparation (for those who choose to take the IELTS examination, additional examination fees would apply).

Academic Study Skills.

- listening to lectures
- taking notes
- locating information within academic text
- contributing to seminars

Professional Qualifications. BBSI is an Authorised Preparation Centre for the Cambridge English: Legal (ILEC). Both BBSI foundation study options include preparation for the ILEC examination within the syllabus (for those taking the examination, additional fees would apply). For further information, see Page 54.

UK University Placement. During their course, students will receive help and guidance for applying to a UK university, and on what to expect from university life. All foundation students who successfully complete their course are assured of a conditional offer of a university place before graduating from BBSI. For further information, see Page 53.



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-ULS

Awards.

BBSI University Foundation Diploma in Legal Studies
NCFE Certificate in Legal Studies
NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills
4 lessons (3 hours) weekly Academic Study Skills
10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Legal Studies
4 lessons (3 hours) weekly Academic Study Skills
10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

IELTS [Academic]
Cambridge English: Legal (ILEC)



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-ULS

Awards.

BBSI University Foundation Diploma in Legal Studies
NCFE Certificate in Legal Studies
NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language
4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills
4 lessons (3 hours) weekly Academic Study Skills
10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Legal Studies
4 lessons (3 hours) weekly Academic Study Skills
10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

IELTS [Academic]
Cambridge English: Legal (ILEC)



University Foundation Courses

Science, Mathematics & IT

The BBSI university foundation courses in Science, Mathematics & IT enable students to study certain concepts and learn specific English communication skills for university study in technology, engineering and industry. Bournemouth University recognises all BBSI University Foundation courses, with successful completion meeting the requirements for access to a wide range of UK University undergraduate courses. The minimum age for entry is 18 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with the specialised language of science, mathematics and IT
- * to enable students to communicate more effectively in a technical-related international environment
- * to enable students to develop a sound understanding of current theory & practice in science, mathematics and IT
- * to develop students' English communication skills
- * to develop students' academic study skills and prepare them for the IELTS examination

Course Content. The Diploma course includes lessons in Science, Mathematics, IT, IELTS examination preparation and academic study skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

Mathematics

- | | | |
|-----------------------------------|---------------------------------|-----------------------|
| * mathematical vocabulary | * sequences & series | * applied mathematics |
| * algebra | * differentiation & integration | * motion & vectors |
| * angles, bearings & maps | * trigonometry | |
| * statistics & probability theory | * graphs of functions | |

Science

- | | | |
|-------------------------|---------------------------|--|
| * force & effect | * environmental science | * research methods |
| * electromagnetic waves | * industrial chemistry | * writing scientific reports |
| * chemical reactions | * properties of materials | * electricity |
| * atomic theory | * energy & power | * reading & interpreting scientific data |

IT

- | | | |
|---------------------------------|--------------------------------|---|
| * SQL | * web design with HTML | * computer architecture |
| * Microsoft Office applications | * software engineering | * object-oriented programming with Java |
| * binary system | * data security | * network protocols |
| * operating systems | * using a computer effectively | |

IELTS [Academic] Examination Preparation. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. All university foundation courses include extensive IELTS examination preparation (for those who choose to take the IELTS examination, additional fees would apply).

Academic Study Skills.

listening to lectures
taking notes
locating information within academic text
contributing to seminars

UK University Placement. During their course, students will receive help and guidance for applying to a UK university, and on what to expect from university life. All foundation students who successfully complete their course are assured of a conditional offer of a university place before graduating from BBSI. For further information, see Page 53.



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-UMT

Awards.

BBSI University Foundation Diploma in Science, Mathematics & IT

NCFE Certificate in Science, Mathematics & IT

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Science, Mathematics & IT

4 lessons (3 hours) weekly Academic Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination.

IELTS [Academic]



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-UMT

Awards.

BBSI University Foundation Diploma in Science, Mathematics & IT

NCFE Certificate in Science, Mathematics & IT

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language & IELTS Preparation

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

20 lessons (15 hours) weekly Science, Mathematics & IT

4 lessons (3 hours) weekly Academic Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination.

IELTS [Academic]





Pre-Masters Courses

Management & Business Administration

The BBSI pre-masters courses in Management & Business Administration enable students to study certain concepts and learn specific English communication skills for further, postgraduate university study in management and business. The minimum age for entry is 20 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised language for management
- * to enable students to communicate more effectively in the context of international management & business
- * to enable students to develop a sound understanding of current theory & practice in management
- * to prepare students for an internationally recognised management qualification
- * to develop students' academic study skills and prepare them for the IELTS examination
- * to build students' academic study skills for Masters study
- * to develop students' business English communication skills

Course Content. The Certificate and Higher-Certificate courses include lessons in management, IELTS examination preparation and advanced study skills. The Diploma course additionally includes communication and business skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics *(the number of topics covered depends on the duration and dates of study):*

Personal Development as a First Line Manager

- * leadership & management styles
- * time management
- * health & safety

Developing Individuals & Teams

- * groups & teams in business
- * management by objectives
- * the training & development process
- * continuous professional development

Managing & Communicating Information

- * gathering & selecting data
- * analysing & evaluating data for decision-making
- * communicating information, conclusions & decisions

Maintaining Quality Standards

- * introduction to quality management
- * TQM
- * quality cultures & standards

Recruitment & Selection

- * HR planning
- * the recruitment & selection process
- * planning & conducting interviews

Improving Team Performance

- * performance management
- * workplace counselling
- * discipline & grievance
- * contract termination & redundancy

Meeting Stakeholder Needs

- * stakeholder analysis & management
- * customer service management
- * management of change

Resource Planning

- * production planning
- * using & controlling resources
- * knowledge management

IELTS [Academic] Examination Preparation. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. All pre-masters courses include extensive IELTS examination preparation (for those who choose to take the IELTS examination, additional fees would apply).

Advanced Study Skills.

listening to lectures
locating information within academic text

contributing to seminars
taking notes

research skills
critical thinking



Professional Qualifications. BBSI is an Approved Training Centre for the Chartered Management Institute (CMI). Our Higher-Certificate and Diploma study options cover the full syllabus for the CMI Level 3 Diploma.

Those who study the Certificate option can also achieve a CMI Award, depending on the number of weeks studied and the number of CMI modules completed. Students can therefore choose to gain an external management qualification from CMI (additional fees would apply). For further information, see Page 55.

UK University Placement. During their course, students will receive help and guidance for applying to a UK university, and on what to expect from university life. All pre-masters students who successfully complete their course are assured of a conditional offer of a university place before graduating from BBSI. Pre-Masters students must provide full records of their first degree. Typically universities will also require 3 years work experience when applying for an MBA. For further information, see Page 53.

Certificate

Course Duration. 4-15 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. C-PMB

Award. BBSI Pre-Masters Certificate in Management & Business Administration

Course Structure. Minimum 4 weeks' study required. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Management & Business Administration

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

CMI Award in First-Line Management
IELTS [Academic]

The number of CMI modules completed would depend upon the number of weeks studied. Each CMI module requires 2 weeks of study.



Higher-Certificate

Course Duration. 16-23 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. HC-PMB

Awards.

BBSI Pre-Masters Higher-Certificate in Management & Business Administration
NCFE Certificate in Management & Business Administration

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Management & Business Administration

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

CMI Diploma in First-Line Management
IELTS [Academic]

The course syllabus includes all 8 CMI management modules.



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-PMB

Awards.

BBSI Pre-Masters Diploma in Management & Business Administration

NCFE Certificate in Management & Business Administration

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Management & Business Administration

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

CMI Diploma in First-Line Management
IELTS [Academic]

The course syllabus includes all 8 CMI management modules.



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-PMB

Awards.

BBSI Pre-Masters Diploma in Management & Business Administration

NCFE Certificate in Management & Business Administration

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Management & Business Administration

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

CMI Diploma in First-Line Management
IELTS [Academic]

The course syllabus includes all 8 CMI management modules.





Pre-Masters Courses

Marketing, Advertising & Public Relations

The BBSI pre-masters courses in Marketing, Advertising & Public Relations enable students to study certain concepts and learn specific English communication skills for further, postgraduate university study in marketing, advertising or public relations. The minimum age for entry is 20 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised language for marketing, advertising & public relations
- * to enable students to communicate more effectively in the context of marketing, advertising & public relations
- * to enable students to develop a sound understanding of current theory & practice in marketing & promotion
- * to develop students' academic study skills and prepare them for the IELTS examination
- * to build students' academic study skills for Masters study
- * to develop students' business English communication skills

Course Content. The Certificate and Higher-Certificate courses include lessons in marketing, IELTS examination preparation and advanced study skills. The Diploma course additionally includes communication and business skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

- * the nature of marketing
- * pricing strategy
- * brand & product management
- * distribution management
- * promotional tools: advertising, sales promotion, public relations & sponsorship
- * promotional tools: database marketing, direct & internet marketing
- * the global marketing environment
- * services marketing management
- * marketing planning & strategy
- * understanding customer behaviour
- * marketing research & information systems
- * market segmentation, targeting & positioning

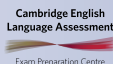
IELTS [Academic] Examination Preparation. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. All pre-masters courses include extensive IELTS examination preparation (for those who choose to take the IELTS examination, additional fees would apply).

Advanced Study Skills.

*listening to lectures
taking notes
locating information within academic text*

*contributing to seminars
research skills
critical thinking*

UK University Placement. During their course, students will receive help and guidance for applying to a UK university, and on what to expect from university life. All pre-masters students who successfully complete their course are assured of a conditional offer of a university place before graduating from BBSI. Pre-Masters students must provide full records of their first degree. For further information, see Page 53.



Certificate

Course Duration. 4-15 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. C-PMP

Award. BBSI Pre-Masters Certificate in Marketing, Advertising & Public Relations

Course Structure. Minimum 4 weeks' study required.
34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Marketing, Advertising & Public Relations

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination.
IELTS [Academic]



Higher-Certificate

Course Duration. 16-23 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. HC-PMP

Awards.

BBSI Pre-Masters Higher-Certificate in Marketing, Advertising & Public Relations

NCFE Certificate in Marketing, Advertising & Public Relations

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Marketing, Advertising & Public Relations

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination.
IELTS [Academic]



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-PMP

Awards.

BBSI Pre-Masters Diploma in Marketing, Advertising & Public Relations

NCFE Certificate in Marketing, Advertising & Public Relations

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Marketing, Advertising & Public Relations

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination.
IELTS [Academic]



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-PMP

Awards.

BBSI Pre-Masters Diploma in Marketing, Advertising & Public Relations

NCFE Certificate in Marketing, Advertising & Public Relations

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Marketing, Advertising & Public Relations

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination.
IELTS [Academic]



Pre-Masters Courses

Finance & Financial Services

The BBSI pre-masters courses in Finance & Financial Services enable students to study certain concepts and learn specific English communication skills for further, postgraduate university study in finance or financial services. The minimum age for entry is 20 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised language for finance
- * to enable students to communicate more effectively in the context of international finance & financial services
- * to enable students to develop a sound understanding of current theory & practice in finance
- * to develop students' academic study skills and prepare them for the IELTS examination
- * to build students' academic study skills for Masters study
- * to develop students' business English communication skills
- * to prepare students for an internationally recognised financial English qualification

Course Content. The Certificate and Higher-Certificate courses include lessons in finance, IELTS examination preparation and advanced study skills. The Diploma course additionally includes communication and business skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

- | | | |
|--------------------------------|-------------------------------|------------------------------------|
| * nature & role of accounting | * cash flow statement | * Central Banks |
| * rights issues & scrip issues | * sources of business finance | * the work of a fund manager |
| * identifying user groups | * debtor management | * types of business structure |
| * direct & indirect costs | * managing working capital | * collective or pooled investments |
| * profit & loss account | * financial ratios | * cash as an investment |
| * cost volume profit analysis | * business plans | * property as an investment |
| * balance sheet | * macroeconomic issues | * fixed interest securities |
| * budgeting | * equity finance | * pricing decisions |

Preparation for the Cambridge English: Financial (ICFE) Examination.

- * reading, writing, listening & speaking concentrating on financial English terminology
- * presenting arguments or expressing opinions on financial situations
- * asking questions or requesting clarification about financial information
- * producing letters, reports & interpreting fact-based correspondence

IELTS [Academic] Examination Preparation. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. All pre-masters courses include extensive IELTS examination preparation (for those who choose to take the IELTS examination, additional fees would apply).

Advanced Study Skills.

listening to lectures
taking notes
locating information within academic text

contributing to seminars
research skills
critical thinking

Professional Qualifications. BBSI is an Authorised Preparation Centre for the Cambridge English: Financial (ICFE). All study options include preparation for the ICFE examination within the syllabus (for those taking the examination, additional fees would apply). For further information, see Page 54.

UK University Placement. During their course, students will receive help and guidance for applying to a UK university, and on what to expect from university life. All pre-masters students who successfully complete their course are assured of a conditional offer of a university place before graduating from BBSI. Pre-Masters students must provide full records of their first degree. For further information, see Page 53.

Certificate

Course Duration. 4-15 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. C-PFS

Award. BBSI Pre-Masters Certificate in Finance & Financial Services

Course Structure. Minimum 4 weeks' study required.
34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Finance & Financial Services

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS [Academic] Examination Preparation

Optional External Examinations.

IELTS [Academic]

Cambridge English: Financial (ICFE)



Higher-Certificate

Course Duration. 16-23 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. HC-PFS

Awards.

BBSI Pre-Masters Higher-Certificate in Finance & Financial Services

NCFE Certificate in Finance & Financial Services

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Finance & Financial Services

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

IELTS [Academic]

Cambridge English: Financial (ICFE)



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-PFS

Awards.

BBSI Pre-Masters Diploma in Finance & Financial Services

NCFE Certificate in Finance & Financial Services

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Finance & Financial Services

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

IELTS [Academic]

Cambridge English: Financial (ICFE)



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-PFS

Awards.

BBSI Pre-Masters Diploma in Finance & Financial Services

NCFE Certificate in Finance & Financial Services

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Finance & Financial Services

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

IELTS [Academic]

Cambridge English: Financial (ICFE)



Pre-Masters Courses

Hospitality Management & Tourism

The BBSI pre-masters courses in Hospitality Management & Tourism enable students to study certain concepts and learn specific English communication skills for further, postgraduate university study in hospitality and tourism. The minimum age for entry is 20 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised language for hospitality management & tourism
- * to enable students to communicate more effectively in the context of international hospitality management & tourism
- * to enable students to develop a sound understanding of current theory & practice in hospitality management & tourism
- * to develop students' academic study skills and prepare them for the IELTS examination
- * to build students' academic study skills for Masters study
- * to develop students' business English communication skills

Course Content. The Certificate and Higher-Certificate courses include lessons in hospitality, tourism, IELTS examination preparation and advanced study skills. The Diploma course additionally includes communication and business skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

- | | | |
|---------------------------------|------------------------------|---|
| * tourism chain of distribution | * hotel front office | * structure of the accommodation industry |
| * travel agency operations | * customer service | * marketing the tourist product |
| * the economics of tourism | * HR management | * the role of the tour operator |
| * health, hygiene & fire safety | * sustainable tourism | * conference & banqueting operations |
| * the travel industry | * marketing of package tours | |

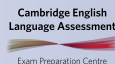
IELTS [Academic] Examination Preparation. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. All pre-masters courses include extensive IELTS examination preparation (for those who choose to take the IELTS examination, additional fees would apply).

Advanced Study Skills.

listening to lectures
taking notes
locating information within academic text

contributing to seminars
research skills
critical thinking

UK University Placement. During their course, students will receive help and guidance for applying to a UK university, and on what to expect from university life. All pre-masters students who successfully complete their course are assured of a conditional offer of a university place before graduating from BBSI. Pre-Masters students must provide full records of their first degree. For further information, see Page 53.



Certificate

Course Duration. 4-15 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. C-PHT

Award. BBSI Pre-Masters Certificate in Hospitality Management & Tourism

Course Structure. Minimum 4 weeks' study required.
34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Hospitality Management & Tourism

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination.
IELTS [Academic]



Higher-Certificate

Course Duration. 16-23 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. HC-PHT

Awards.

BBSI Pre-Masters Higher-Certificate in Hospitality Management & Tourism
NCFE Certificate in Hospitality Management & Tourism

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Hospitality Management & Tourism

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination.
IELTS [Academic]



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-PHT

Awards.

BBSI Pre-Masters Diploma in Hospitality Management & Tourism

NCFE Certificate in Hospitality Management & Tourism

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Hospitality Management & Tourism

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination.
IELTS [Academic]



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-PHT

Awards.

BBSI Pre-Masters Diploma in Hospitality Management & Tourism

NCFE Certificate in Hospitality Management & Tourism

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Hospitality Management & Tourism

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination.
IELTS [Academic]



Pre-Masters Courses

Legal Studies

The BBSI pre-masters courses in Legal Studies enable students to study certain concepts and learn specific English communication skills for further, postgraduate university study in law and legal services. The minimum age for entry is 20 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with specialised legal language
- * to enable students to communicate more effectively in a legal context
- * to enable students to develop a sound understanding of current theory & practice of law
- * to develop students' academic study skills and prepare them for the IELTS examination
- * to build students' academic study skills for Masters study
- * to develop students' business English communication skills
- * to prepare students for an internationally recognised legal English qualification

Course Content. The Certificate and Higher-Certificate courses include lessons in legal studies, IELTS examination preparation and advanced study skills. The Diploma course additionally includes communication and business skills. The Extended Diploma course begins by developing English language skills. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

- | | | |
|--------------------------------|-----------------------------|------------------------|
| * the common law system | * EU law | * English contract law |
| * employment law | * sale of goods law | * agency law |
| * international commercial law | * English company law | * insolvency law |
| * mergers & acquisitions | * intellectual property law | * English property law |

Preparation for the Cambridge English: Legal (ILEC) Examination.

- | | | |
|----------------------|--------------------------------------|---------------------------------|
| * role play | * avoiding 'legalese' | * understanding legal documents |
| * legal negotiations | * drafting legal documents & letters | |

IELTS [Academic] Examination Preparation. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. All pre-masters courses include extensive IELTS examination preparation (for those who choose to take the IELTS examination, additional fees would apply).

Advanced Study Skills.

- listening to lectures
- taking notes
- locating information within academic text
- contributing to seminars
- research skills
- critical thinking

Professional Qualifications. BBSI is an Authorised Preparation Centre for the Cambridge English: Legal (ILEC). All study options include preparation for the ILEC examination within the syllabus (for those taking the examination, additional fees would apply). For further information, see Page 54.

UK University Placement. During their course, students will receive help and guidance for applying to a UK university, and on what to expect from university life. All pre-masters students who successfully complete their course are assured of a conditional offer of a university place before graduating from BBSI. Pre-Masters students must provide full records of their first degree. For further information, see Page 53.



Certificate

Course Duration. 4-15 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. C-PLS

Award. BBSI Pre-Masters Certificate in Legal Studies

Course Structure. Minimum 4 weeks' study required.
34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Legal Studies

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

IELTS [Academic]

Cambridge English: Legal (ILEC)



Higher-Certificate

Course Duration. 16-23 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. HC-PLS

Awards.

BBSI Pre-Masters Higher-Certificate in Legal Studies
NCFE Certificate in Legal Studies

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Legal Studies

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

IELTS [Academic]

Cambridge English: Legal (ILEC)



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-PLS

Awards.

BBSI Pre-Masters Diploma in Legal Studies

NCFE Certificate in Legal Studies

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Legal Studies

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

IELTS [Academic]

Cambridge English: Legal (ILEC)



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/ IELTS 4.5)

Course Code. ED-PLS

Awards.

BBSI Pre-Masters Diploma in Legal Studies

NCFE Certificate in Legal Studies

NCFE Certificate in Communication & Business Skills

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

Term 1

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Terms 2 & 3

20 lessons (15 hours) weekly Legal Studies

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examinations.

IELTS [Academic]

Cambridge English: Legal (ILEC)



Pre-Masters Courses

Science, Mathematics & IT

The BBSI pre-masters courses in Science, Mathematics & IT enable students to study certain concepts and learn specific English communication skills for further, postgraduate university study in technology, engineering and industry. The minimum age for entry is 20 years, and the main course entry dates are in September, October, January, March, May, or July annually. However, students may start their course at other times to suit their personal circumstances.

Course Objectives.

- * to provide students with the specialised language of science, mathematics and IT
- * to enable students to communicate more effectively in a technical-related international environment
- * to enable students to develop a sound understanding of current theory & practice in science, mathematics and IT
- * to develop students' academic study skills and prepare them for the IELTS examination
- * to build students' academic study skills for Masters study
- * to develop students' English communication skills

Course Content. All courses include lessons in science, mathematics, IT, IELTS examination preparation and advanced study skills. The Extended Diploma begins with English language development. The syllabus covers the following:

Specialised Topics (the number of topics covered depends on the duration and dates of study):

Mathematics

- | | | |
|-----------------------------------|---------------------------------|-----------------------|
| * mathematical vocabulary | * sequences & series | * applied mathematics |
| * algebra | * differentiation & integration | * motion & vectors |
| * angles, bearings & maps | * trigonometry | |
| * statistics & probability theory | * graphs of functions | |

Science

- | | | |
|-------------------------|---------------------------|--|
| * force & effect | * environmental science | * research methods |
| * electromagnetic waves | * industrial chemistry | * writing scientific reports |
| * chemical reactions | * properties of materials | * electricity |
| * atomic theory | * energy & power | * reading & interpreting scientific data |

IT

- | | | |
|---------------------------------|---|--------------------------------|
| * SQL | * web design with HTML | * using a computer effectively |
| * Microsoft Office applications | * software engineering | * computer architecture |
| * binary system | * data security | |
| * operating systems | * object-oriented programming with Java | |
| * network protocols | | |

IELTS [Academic] Examination Preparation. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. All pre-masters courses include extensive IELTS examination preparation (for those who choose to take the IELTS examination, additional fees would apply).

Advanced Study Skills.

- listening to lectures
- taking notes
- locating information within academic text
- contributing to seminars
- research skills
- critical thinking

UK University Placement. During their course, students will receive help and guidance for applying to a UK university, and on what to expect from university life. All pre-masters students who successfully complete their course are assured of a conditional offer of a university place before graduating from BBSI. Pre-Masters students must provide full records of their first degree. For further information, see Page 53.



Certificate

Course Duration. 4-15 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. C-PMT

Award. BBSI Pre-Masters Certificate in Science, Mathematics & IT

Course Structure. Minimum 4 weeks' study required. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Science, Mathematics & IT

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination. IELTS [Academic]



Higher-Certificate

Course Duration. 16-23 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.5)

Course Code. HC-PMT

Awards.

BBSI Pre-Masters Higher-Certificate in Science, Mathematics & IT

NCFE Certificate in Science, Mathematics & IT

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Science, Mathematics & IT

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination. IELTS [Academic]



Diploma

Course Duration. 24 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B2/IELTS 5.0)

Course Code. D-PMT

Awards.

BBSI Pre-Masters Diploma in Science, Mathematics & IT

NCFE Certificate in Science, Mathematics & IT

Course Structure. 34 lessons (25.5 hours) weekly

20 lessons (15 hours) weekly Science, Mathematics & IT

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination. IELTS [Academic]



Extended Diploma

Course Duration. 28-50 weeks

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Code. ED-PMT

Awards.

BBSI Pre-Masters Diploma in Science, Mathematics & IT

NCFE Certificate in Science, Mathematics & IT

Course Structure. 34 lessons (25.5 hours) weekly

Phase 1 (4-26 weeks)

30 lessons (15 hours) weekly English Language

4 lessons weekly Writing Skills Workshop

Phase 2 (24 weeks)

20 lessons (15 hours) weekly Science, Mathematics & IT

4 lessons (3 hours) weekly Advanced Study Skills

10 lessons (7.5 hours) weekly IELTS Examination Preparation

Optional External Examination. IELTS [Academic]





Supplementary Language Workshops

BBSI offers supplementary workshops for students to choose additional lessons each week, to focus on their specific language needs. They can choose to improve their writing skills, or spend more time on IELTS examination practice. Both workshops can be booked in addition to any BBSI course, except the General English 40 lesson course, and the English and IELTS [Academic] Preparation 40-lesson course.

Writing Skills Workshop

Written English is often the most challenging skill to master. The BBSI Writing Skills Workshop is 4 lessons (3 hours) per week and will provide students with additional practice, with support in the area of writing to meet individuals' needs. Lessons help students prepare higher quality assignments, and improve their rate of progress. Topics covered include the following:

- * *handwriting*
- * *spelling*
- * *layout & presentation*
- * *sentence structure*
- * *punctuation*
- * *linking sentences*
- * *formal & informal styles*
- * *researching information*
- * *presenting your own ideas*
- * *abbreviations & note-taking*
- * *summary writing*
- * *drafting, checking & proof-reading*
- * *word-building & word families*

IELTS Examination Practice Workshop

The BBSI IELTS Examination Workshop is designed to provide extra practice in IELTS examination techniques. The Workshop is 6 lessons (4.5 hours) per week and is a useful addition for University Foundation, Pre-Masters and IELTS Preparation students. Lessons include the following key skills:

Listening

- * *identifying gist & detail in lecture-style audio texts*

Reading

- * *reading for gist & detail in academic texts*
- * *skimming & scanning for information & key words in reading texts*

Writing

- * *interpreting & describing statistical information*
- * *discursive essay practice*

Speaking

- * *speaking with fluency & accuracy*
- * *maximising examination performance within IELTS time limits*

Please note that BBSI reserves the right not to run workshops with an insufficient number of students enrolled.



UK University Pathways

Undergraduate & Postgraduate Students

Since 1995, BBSI has helped place well over 400 of its successful students on degree courses at over 80 different universities in the UK, on a wide range of undergraduate and postgraduate courses. Full details can be downloaded from our website at www.bbsi.co.uk. UK universities that have accepted BBSI graduates include:

Aston	Greenwich	Manchester	Southampton Solent
Bath	Heriot-Watt, Edinburgh	Manchester Metropolitan	Stirling
Bedfordshire	Hertfordshire	Middlesex	Stratford
Birmingham	Hull	Napier	Strathclyde
Bournemouth	Imperial College	Newcastle	Sunderland
Bradford	Keele	North London	Surrey
Brighton	Kent	Northumbria	Sussex
Bristol	Kent Institute	Nottingham	Swansea
Buckingham	King's College London	Nottingham Trent	Teesside
Cambridge	Kingston	Oxford Brookes	Thames Valley
Cardiff	Lancaster	Plymouth	University College London
Cardiff Metropolitan	Leeds	Portsmouth	Wales (Bangor)
Central Lancashire	Leeds Metropolitan	Queen Margaret (Edinburgh)	Wales (Swansea)
Coventry	Leicester	Queen Mary (London)	Warwick
Cranfield	Liverpool	Reading	West of England (Bristol)
Derby	Liverpool John Moores	Royal Holloway	Westminster
Dundee	London (City)	Salford	Winchester
Edinburgh	London Metropolitan	Sheffield	York
Essex	London School of Economics	Sheffield Hallam	
Exeter	Loughborough	South Bank	
Glasgow	Luton	Southampton	

Placement & Progression Counselling

The BBSI Placement & Progression Service is available to students looking to secure either an undergraduate or postgraduate university place. Its aim is to help students to enter the best university to suit their needs, abilities and achievements. BBSI's Placement & Progression Counsellor works closely with students to establish their academic needs, and to monitor their progress throughout their course. BBSI supports and guides students through every stage of choosing and applying to their university. The final choice of university, however, will depend on 3 factors – the grades the students achieve on their BBSI course, the final IELTS level attained, and the grades achieved during previous study at high school or university.

Students on pathway courses (university foundation or pre-masters) can benefit from the following:

- * *IELTS preparation*
- * *academic study skills*
- * *one-to-one counselling on the choice of universities*
- * *attendance at talks from visiting university staff*
- * *visits organised to university campuses*
- * *assistance with the application procedure*
- * *assistance with handling correspondence with universities*
- * *guidance on writing a personal statement*
- * *guidance on preparing for an interview*
- * *additional certification, such as CMI, NCFE, etc*

Additional Benefits

Students can mix their subjects - ie they can study a term of one subject and then choose a term of another subject.

Students can join BBSI throughout the year, not only on the main entry dates in September, October, January, March, May and July each year. This gives students extra flexibility to complete a pathway course in time for university entry. Some universities allow January entry for certain subjects.

The BBSI Guarantee

All university foundation and pre-masters students who successfully complete their course are assured of a conditional offer of a UK university place on or before graduation from BBSI.

University Course Visa Requirements

Visa students completing their BBSI university foundation or pre-masters courses and entering a degree course at a UK university will be required to apply for a new visa, and to achieve a minimum level of IELTS 5.5 in all 4 skills, or an equivalent score in TOEFL, TOEIC or Pearson PTE [Academic].



Optional External Examinations

BBSI provides preparation for a range of both English language examinations and professional qualifications, which are detailed below. Examination preparation is an excellent way for students to add focus to their studies, leading to more rapid progress.

Preparation for the following examinations is included in the course syllabus for many BBSI courses.

Examination Fees

The fees for external examinations are not included in the BBSI course fees. Full details of examination fees can be found on our website at www.bbsi.co.uk.

Cambridge English Language Assessment

Exam Preparation Centre

Cambridge English Language Assessment provides the world's leading range of examinations for learners of English. Cambridge English examinations are recognised at some level in most non-English-speaking countries in the world for both employment and study purposes. BBSI is an Authorised Preparation Centre for specific Cambridge English examinations.

Cambridge English: First (FCE).[§] The FCE is an Upper-Intermediate level examination that indicates sufficient proficiency in English to be of practical use in clerical, secretarial and managerial jobs for example, or in the tourist industry, where contact with English speakers is required. FCE is also useful preparation for students working towards higher-level examinations, such as the CAE, ICFE, or ILEC. The FCE examination can normally be taken 5 times per year. Examination dates are usually in March, May, June, August and December each year. The Speaking & Listening test will generally take place in the 2 weeks either side of the main examination date.

Cambridge English: Advanced (CAE).[§] The CAE is the second highest level of Cambridge English examination and is ideal for those who want to work or study abroad. Students with a CAE certificate can earn up to 70 UCAS points towards their university application. A CAE certificate demonstrates language skills in a wide range of contexts. The examination is based on realistic tasks, and indicates the ability to use the language in practical situations, such as meetings and discussions. CAE is also useful preparation for students working towards higher-level examinations, such as the ICFE or ILEC. The CAE examination can normally be taken 4 times per year. Examination dates are usually in March, June, August and December each year. The Speaking & Listening test will generally take place in the 2 weeks either side of the main examination date.

Cambridge English: Business (BEC).[§] There are 3 levels of BEC examination: the BEC Preliminary, BEC

Vantage and BEC Higher. BBSI is an Authorised Preparation Centre for 2 levels of the examination, the BEC Vantage and the BEC Higher. BEC exams are linked to the CEFR for reference purposes. Both the BEC Vantage and the BEC Higher are ideal for students preparing for careers in the fields of international business and commerce, where a good knowledge of English is required to function effectively. BEC certificates are internationally recognised and demonstrate that the holder has acquired an appropriate standard in English in a professional context. The BEC examination can normally be taken 3 times per year. Examination dates are usually in March, May or June, and November each year. The Speaking & Listening test will generally take place in the 2 weeks either side of the main examination date.

Cambridge English: Financial (ICFE).[§] BBSI is an Authorised Preparation Centre for the ICFE. The ICFE examination is prepared by Cambridge English Language Assessment in conjunction with the Association of Chartered Certified Accountants (ACCA) to meet the demand in helping students and professionals in finance to demonstrate that they have the financial English skills needed to communicate and converse with other accounting and finance professionals within the international business community. With the development of globally recognised international accounting standards and greater globalisation within the world of finance, successful candidates will have the opportunity to prove their linguistic ability, and to pursue international career opportunities. The ICFE examination can normally be taken twice per year. For students intending to undertake the optional ICFE examination, we would recommend a minimum of 8 weeks' preparation prior to the examination date. Examination dates are usually in May and November each year. The Speaking & Listening test will generally take place in the 2 weeks either side of the main examination date.

Cambridge English: Legal (ILEC).[§] The ILEC is produced and assessed by Cambridge English Language Assessment in collaboration with TransLegal, Europe's leading firm of lawyer-linguists. BBSI is an Authorised Preparation Centre for ILEC. English is an essential tool for any lawyer working with international matters, and employers need to know that the legal staff they appoint have a sufficient level of legal English to be able to communicate with clients and professionals in other countries. At the same time, law students and newly-qualified lawyers need to be able to show employers that they have the required language skills. The ILEC examination allows candidates to demonstrate their skills, and therefore to increase their employability. It is based on realistic texts, tasks and topics of the kind legal practitioners might meet in their daily working lives. For students intending to undertake the optional ILEC examination, we would recommend a minimum of 8 weeks' preparation prior to the examination date. ILEC can normally be taken twice per year. Examination dates are usually in May and November each year. The Speaking & Listening test will generally take place in the 2 weeks either side of the main examination date.



IELTS is recognised as the language entry requirement by colleges and universities in most English-speaking countries worldwide. The test is jointly administered by Cambridge English Language Assessment, the British Council and IDP Education Australia. IELTS [Academic] is also accepted by many professional organisations, including the UK General Medical Council, the UK Ministry of Defence, the New Zealand Immigration Service, the Australian Department of Immigration and Multicultural Affairs, and the Australian Medical Council. IELTS tests the complete range of English-language and study skills and will be commonly encountered by students studying or training in the medium of English. US academic institutions are increasingly accepting IELTS for admission purposes. Examination sittings are monthly in Bournemouth.



The Chartered Management Institute (CMI) is the largest professional management institute in Europe. BBSI is a CMI Approved Training Centre and offers 2 CMI qualifications in First-Line Management. Depending on their selected BBSI study option, students can achieve the CMI Diploma, or where time is limited, they can achieve CMI Awards for those management modules successfully completed. The CMI elements of our courses are externally accredited to the standards of the Chartered Institute and are assessed by means of course work and assignments. The 8 CMI Management Modules required for award of the CMI Diploma are incorporated within the BBSI Management course syllabus. Normally a minimum study period of 16 weeks is required to complete all 8 units. CMI qualifications are widely accepted by employers internationally, and by major British universities.

§All examinations are subject to a minimum number of candidates. Should an examination centre not have sufficient candidates to run an examination, BBSI will endeavour to find an alternative location, although this cannot be guaranteed and additional fees may apply. BBSI cannot be held responsible for examination centres making changes to examination dates or times.





BBSI Professional Accrediting & Associated Bodies

Professional Accrediting Bodies

Accredited by the

for the teaching
of English

The British Council, in partnership with English UK, forms a national accrediting body, *AccreditationUK*, for accredited schools, colleges and universities that provide English language courses. British Council inspectors carry out inspections every 4 years of those institutions that provide English language training of high quality. BBSI is accredited by the British Council for the teaching of English.

 *Investing
in Quality*

NCFE is recognised as an Awarding Organisation by Ofqual, the qualification regulators for England, Wales and Northern Ireland. NCFE accreditation gives assurance that the content of a training course is of a high standard and meets the rigorous quality assurance requirements of a national awarding organisation. NCFE accreditation also gives formal recognition to certain courses which result in the 'award' of a certificate of achievement. The NCFE certificate of achievement is not a nationally regulated qualification.



The requirements specified in the National Quality Assurance ISO 9001 Standard are aimed primarily at achieving customer satisfaction. Management system certification stimulates a climate of confidence in the quality management procedures and practices that institutions apply in support of the services they provide. The ISO registration mark is an indication that BBSI meets the needs and expectations of its students in providing high quality and good value.

**Cambridge English
Language Assessment**

Exam Preparation Centre

Cambridge English Language Assessment examinations are the world's leading range of certificates for learners of English. BBSI is an Authorised Preparation Centre for the following Cambridge English examinations: FCE, CAE, BEC, ICFE, ILEC and IELTS. Each year Cambridge English examinations are taken by over 2 million people, in 130 different countries. The examinations are well known for their high-quality assessment of real English, as used in everyday work, study and leisure situations. Cambridge English qualifications are widely recognised by employers and educational institutions worldwide.



The Chartered Management Institute (CMI) promotes the art and science of management. CMI has a Royal Charter and is a nationally accredited organisation responsible for establishing standards of excellence in management and recognising that excellence through the award of professional qualifications. BBSI is an Approved Training Centre for the CMI Level 3 qualification in First-Line Management, and an Academic Partner. Students who become Student Members of CMI, can gain a CMI award, which is widely accepted by international employers and by many British universities (*student membership of CMI is not included in the BBSI course fees.*)

Professional Associated Bodies

ENGLISHUK
member

English UK is the official representing body for English language schools, colleges and universities in the UK, and is the only official UK association that submits to external inspection of its members. English UK, in association with the British Council, operates the *AccreditationUK* scheme. English UK organises training annually for all members, in management, teaching, health & safety, welfare and other areas. The English UK complaints procedure also provides access to an independent ombudsman.

**BUSINESS
ENGLISHUK**

Business English UK is an association of accredited centres in the UK that focus on providing business and professional English language training. The association is open to all accredited schools which share a dedication to high quality, and which specialise in providing business English courses and specialised English language courses for professionals and students. All members commit to a charter of quality ensuring a uniformity in service at all training centres.



Established in 1983, IALC is an association for quality assured independent language schools throughout the world. All institutes with IALC membership are regularly inspected and monitored under the rigorous IALC Quality Scheme. Membership is by invitation only. While each member of IALC is independent and unique, each shares the highest commitment to professionalism and excellence in all aspects of service.



Bournemouth University recognises all BBSI University Foundation courses, with successful completion meeting the requirements for access to a wide range of UK university undergraduate courses.



Corporate Training Courses

BBSI offers a range of corporate training courses and has conducted tailored training for many different types of corporate organisations, ministries and other government agencies over the last 20 years. Training is delivered according to the requirements of individual sponsors, and training programmes are available on a short-term or long-term basis, for sponsored groups or individuals. All courses are conducted by arrangement and the study options are as follows:

International Diplomatic Protocol

Etiquette & Protocol

Global & Conflict Studies

Foreign Policy Training

Global Politics Training

Logistics: Purchasing

Logistics: Warehousing & Warehouse Management

Logistics: Supply Chain Management

Management

Human Resource Management

Training Management

Project Management

Corporate Social Responsibility

Aviation English Training

Military English Training

Enrolment Details. Sponsors or trainees should contact BBSI at info@bbsi.co.uk, with a Statement of Requirement, detailing the following:

- * number of trainees
- * duration of training required & dates
- * training objectives
- * any language training requirements
- * specific aspects of training to be covered
- * professional background & academic qualifications of trainees

BBSI will then respond in writing with a detailed, comprehensive tailored training proposal and quotation.

BBSI Corporate Clients.

The following is a sample of previous BBSI clients:

ABC International Bank, UK	Mazaya Center for Consultations & Training, Libya
Abu Dhabi Police Department, UAE	Ministries of Defence –UK, Hungary, UAE, Saudi Arabia,
Autonomous Province of Trento, Italy	Czech Republic, Oman,
African Union, Ethiopia	Ministry of Interior, Palestine
Air Navigation Agency, Albania	Ministry of Justice, Sudan
Al Foah Company LLC, UAE	Ministry of Justice, Libya
Alstom Ltd, Russia	Moscow State Open University, Russia
AMC, Albania	Ministry of the Interior, UAE
ANTA, Albania	National Economic Development Board, Libya
Arab Drilling Oil and Workover Company, Libya	National Academy for Professional Training, Qatar
Bank Al Bilad, Saudi Arabia	Office of the Crown Prince, Qatar
Capital Market Authority, Saudi Arabia	National Oil Corporation, Libya, and its Associated Companies
Central Bank of Libya	Rasgas, Qatar
Civil Aviation Authorities – Libya, UAE, Iraq, Russia	Oman Oil Company SAOC, Oman
Diplomatic Academy of Ukraine, Ukraine	Royal Air Force of Oman
Defence School of Languages, UK	RLP CR a.s, Czech Republic
Department of Legal Affairs, Kuwait	Royal Hashemite Court, Jordan
ECOWAS Commission, Nigeria	Royal Embassy of Saudi Arabia, Cultural Attaché Office, UK
Embassy of Saudi Arabia, Military Attaché Office, UK	Royal Oman Police, Oman
Embassy of the State of Qatar, Defence Attaché Office, UK	Royal Navy of Oman
Embassy of the State of Qatar, Office of the Cultural Attaché, UK	Royal Saudi Army, Saudi Arabia
Embassy of the Sultanate of Oman, Military Attaché Office, UK	Royal Saudi Air Force, Saudi Arabia
Embassy of United Arab Emirates, Cultural Affairs, UK	Royal Thai Embassy, London
Embassy of United Arab Emirates, Military Attaché Office, UK	Royal Saudi Navy, Saudi Arabia
European Social Fund, Italy	Spanish Air Force, Spain
FlightSafety International UK Ltd, UK	Saudi Industrial Development Fund, Saudi Arabia
Foreign & Commonwealth Office, UK	The Higher-Center of Safety and Occupational Health, Libya
French Air Force, France	Terrcon NWS Limited, Kuwait
General Logistics Systems, Germany	US Government, Iraq/Afghanistan
Italian Navy, Italy	United Nations Development Programme, Sudan
Kurdistan Regional Government, Kurdistan	Vestas Blades A/S, Denmark
Kyiv National Economic University, Ukraine	Venezuelan Air Force, Venezuela
Lycee Professional Prive Charmilles, France	Wintershall, Libya
Malaika Language Services, UK	
MANN+HUMMEL France SAS, France	



Corporate Training Courses

International Diplomatic Protocol

BBSI can deliver specially tailored training in International Diplomatic Protocol for those employed in the Diplomatic and Intelligence Services, or for those involved generally with VIP protocol at government level. Training is delivered in the medium of English, and focuses on International Diplomatic Protocol, Public Administration, Formal/Social Etiquette and Forms of Address, as well as the necessary management and professional communication skills required to function in an international role.

The course duration depends on the English language entry level of participants and previous experience levels; we recommend an initial Intermediate level of English (equivalent to CEFR B2/IELTS 5.5). The training is normally offered for sponsored groups of trainees, but we can also offer training for individuals. Courses can be planned either on a short-term intensive basis, or to supplement longer courses that include business or other professional topics.

Training Topics. The course content and structure is tailored to meet clients' needs, with topics typically chosen from the following:

- * *diplomatic service organisation & function*
- * *diplomatic communications*
- * *ceremonial & protocol*
- * *visits & delegations*
- * *administrative functions*
- * *conferences & meetings*
- * *social etiquette*
- * *forms of address*
- * *facts, opinions & their presentation*
- * *summaries, reports & appreciations*
- * *international relations*
- * *government-to-government communications*
- * *international diplomacy*
- * *world politics*
- * *world economics*
- * *interpol & international intelligence*
- * *democratic processes*
- * *international defence studies*

Cultural & Professional Visits. BBSI can provide a cultural and professional excursion programme which would be arranged upon request. The excursions would include part-day and full-day visits to relevant places of interest. The visit programme is integrated into the study programme, and provides valuable practical experience. BBSI would take into account the programme requirements of the trainees and/or sponsor and then suggest professional excursions that would be relevant to the programme and the trainees. All visits are, however, subject to availability. Examples of visits that we have arranged for previous groups are as follows:

*Foreign & Commonwealth Office
Banqueting Rooms, London
Office of the Remembrancer, London
The Guildhall, London
Cabinet War Rooms*

*Buckingham Palace
Houses of Parliament
Bournemouth Local Authority & Borough Council
Dorset Chamber of Commerce & Industry
International Media Institutions*

Etiquette & Protocol

BBSI can deliver specially tailored training in Etiquette and Protocol for those seeking employment, or in junior or mid-level positions, within the Diplomatic Services. Training is delivered in the medium of English, and focuses on the professional communication skills required to function in an international role.

The course duration depends on the English language entry level of participants and previous experience levels; we recommend an initial Intermediate level of English (equivalent to CEFR B2/IELTS 5.5). The training is normally offered for sponsored groups of trainees, but we can also offer training for individuals. Courses can be planned either on a short-term intensive basis, or to supplement longer courses that include business or other professional topics.

Training Topics. The course content and structure is tailored to meet clients' needs, with topics typically chosen from the following:

- * *ceremonial & protocol*
- * *visits & delegations*
- * *administrative functions*
- * *conferences & meetings*
- * *social etiquette*
- * *event planning*
- * *forms of address*
- * *facts, opinions & their presentation*
- * *initialising, planning & controlling*
- * *summaries, reports & appreciations*

Corporate Training Courses

Logistics: Purchasing, Supply Chain Management, Warehousing & Warehouse Management

Logistics is becoming an increasingly important branch of management. Effective purchasing, supply chain management and warehouse management skills are vital to the operational health of an organisation. BBSI has been providing training in these fields for some years, and we can arrange specially tailored training on a broad range of topics to meet clients' needs.

All courses are delivered in the medium of English, either on a short-term intensive basis, or to supplement longer courses in other business areas. Courses are normally for small groups of sponsored trainees; however, we also offer individual tuition in this field. To undertake the training, participants would need a minimum Intermediate level of English (equivalent to CEFR B2/ IELTS 5.5).

Training Topics. Examples of specialist training topics that could be selected are listed below. If there are other specific topics that are required, please contact BBSI to discuss your requirements further.

Purchasing Training Topics

- * *purchasing in the organisation structure*
- * *purchasing & operations*
- * *local, national & international factors: key purchasing variables*
- * *contracts for purchasing; terms & conditions*
- * *client & supplier relationships*
- * *securing supply*
- * *public private partnerships (PPP)*
- * *tactical negotiation*
- * *technological, environmental & legislative factors*
- * *functional & operational objectives*
- * *lowest price approach/most economical advantageous approach*
- * *finance initiatives (PFI)*

Supply Chain Management Training Topics

- * *purchasing in the organisation structure*
- * *functional & operational objectives*
- * *key performance variables & performance monitoring*
- * *evaluating suppliers & selection criteria*
- * *client & supplier relationships/customer relationship management*
- * *securing supply, forecasting*
- * *TQM, benchmarking, best practice*
- * *contracts & tactical negotiation*
- * *finance initiatives (PFI)*
- * *distribution*

Warehousing & Warehouse Management Training Topics

- * *the warehouse/stores function*
- * *design of storage lay-outs, site selection*
- * *location systems, mechanical handling systems*
- * *stock rotation, security & packaging*
- * *financial issues*
- * *key purchasing variables, quality, quantity, time, price*
- * *performance monitoring*
- * *personnel management*
- * *stock control*
- * *strategy & planning*
- * *TQM*



Corporate Training Courses

Management

BBSI offers a broad range of training for both new and more experienced managers wanting to develop their skills. The management of others is one of the biggest challenges of a manager's role, and the courses are delivered 'workshop-style' in the medium of English, and can be planned either on a short-term intensive basis, or to supplement longer courses in other business areas. Trainees require a minimum Intermediate level in English (equivalent to CEFR B2/IELTS 5.5). The training is normally offered for sponsored groups of trainees, but we can also offer training for individuals.

Topics can be selected from the following:

- * *introduction to management & leadership*
- * *managing & communicating information*
- * *meeting stakeholder needs*
- * *maintaining quality standards*
- * *resource planning*
- * *personal development as a first line manager*
- * *managing recruitment & selection*
- * *developing individuals & teams*
- * *improving team performance*
- * *personal development as a manager & leader*
- * *information based decision making*
- * *conducting a management project*
- * *human resource development*

As an Approved Training Centre for the **Chartered Management Institute (CMI)**, BBSI delivers preparation for the CMI Level 3 Diploma and Awards in First-Line Management, as part of its Management & Business Administration courses (see pages 16-17), and can arrange training up to Level 5 on request. For students to attain a CMI Award, they would need to complete at least one module (*each module requires 2 weeks of study*).

Advantages of CMI Level 3 or Level 5 Management Qualifications

By gaining a **CMI Award**, students become Members of CMI, with access to a wealth of management information, both during and after their studies. This allows them to:

- * *demonstrate their knowledge of key management skills to current and future employers*
- * *enhance their professional status by becoming a Member of the Chartered Institute (MCMI)*
- * *start working towards Chartered Manager status*
- * *use the qualification to help them progress onto a first degree, MBA or postgraduate programme at university*

Further details can be found on the **CMI** website at www.managers.org.uk.



Corporate Training Courses

Human Resource Management

BBSI offers tailored training courses within the UK for international managers and HR managers who wish to develop their knowledge of Human Resource Management (HRM). Delivered in the medium of English, the programmes are suitable for candidates with a minimum Intermediate level of English (equivalent to CEFR B2/IELTS 5.5). The courses aim to be practical, and to enable participants to return to their places of work with ideas, and practical plans for implementing best practice. On completion, the trainees will have a good knowledge of activities, strategies, policies and procedures, and will have developed a range of practical tools and techniques for managing personnel at work.

HRM training at BBSI can be tailored to meet the precise needs of a client and course duration would depend upon individual requirements of that client. The training is normally offered for sponsored groups in practical workshops, but we can also offer training for individuals. Courses can be planned either on a short-term intensive basis, or to supplement longer courses in other business areas.

Training Topics. The course content and structure is tailored to meet the needs of the client, and sponsors can plan their training by choosing from any of the following HR topics:

- * *organisations: structure, culture & change*
- * *conditions of work & remuneration*
- * *staffing, recruitment & selection*
- * *performance management*
- * *training & development*
- * *employee relations & communication*

Training Management

BBSI can arrange specially tailored training management on a broad range of topics to meet clients' needs. Such courses include Personnel and Human Resource Management; however, we can also offer courses focusing on the training role, particularly for those new to this area. All courses will be delivered in the medium of English, and can be planned either on a short-term intensive basis or to supplement longer courses in other business areas. Courses are for groups of sponsored students or individuals, with a recommended Intermediate level of English (equivalent to CEFR B2/IELTS 5.5).

Training Topics. The course content and structure is tailored to meet the needs of the client, and sponsors can plan their training by choosing from any of the following training management topics:

- * *training needs identification & analysis*
- * *applying training needs identification & analysis*
- * *designing the training & development programme*
- * *training objectives*
- * *on-the-job training*
- * *planning activity sessions*
- * *evaluating the training programme*
- * *evaluating training & development programmes*



Corporate Training Courses

Project Management

BBSI offers tailored training courses within the UK for international managers from a wide range of organisations who wish to develop their knowledge on the practical issues of planning, directing, monitoring and measuring the success of projects. Delivered in the medium of English, the programmes are suitable for candidates with an Intermediate level of English (equivalent to CEFR B2/IELTS 5.5). The courses aim to be practical, to enable participants to return to their places of work with ideas for implementing best practice. On completion, the trainees will have a good knowledge of strategies, policies and procedures for managing successful projects.

Project management training at BBSI can be tailored to meet the needs of a client, and recommended course duration would depend on their needs. The training is normally offered for sponsored groups in practical workshops, but we can also offer training for individuals. Courses can be planned on either a short-term intensive basis, or to supplement longer courses in other business areas.

Training Topics. The course content and structure is tailored to meet the needs of a client, and sponsors can plan their training by choosing from any of the following project management topics:

- * *identifying needs*
- * *identifying & managing stakeholders*
- * *organisation & preparation*
- * *skills to costing/effective resource planning*
- * *change management, barriers to change & conflict management*
- * *measurement & control*
- * *effective communications*

Corporate Social Responsibility (CSR)

Companies now work to demonstrate ethics, commitment to the community, the environment and their stakeholders. BBSI offers tailored training courses for international managers, who wish to develop their knowledge of CSR. Courses aim to be practical, to enable participants to return to their places of work with ideas and practical plans for implementing best practice. On completion of their course, trainees will have a good knowledge of CSR activities, strategies, policies and procedures, and will have developed a range of ideas for implementing CSR policy within their company.

CSR training at BBSI can be tailored to meet the precise needs of the client. Course duration would depend upon the requirements of that client. The training is normally offered for sponsored groups in practical workshops; however, we can also offer training for individuals. Courses can be planned either on a short-term intensive basis, or to supplement longer courses in other business areas. This training is suitable for candidates with a minimum Intermediate level of English (equivalent to CEFR B2/IELTS 5.5).

Training Topics. Course content and structure is tailored to meet the needs of the client, with topics typically chosen from the following:

- * *the benefits of a CSR policy*
- * *leadership values & ethics*
- * *environment & climate change*
- * *sustainability*
- * *community*
- * *clients, suppliers & business partners*
- * *case studies*





Corporate Training Courses

Aviation English Training

BBSI offers tailored Aviation English training courses for pilots and ATCOs. Our courses conform to ICAO guidelines and are structured to meet the precise requirements of individual sponsors.

Course Content & Structure

General English. The general English language elements aim to enhance confidence in all 4 language skills through extensive practice.

Aviation English. Training focuses on aviation language development in context. We include necessary elements of pronunciation, structure, vocabulary, fluency, comprehension and interaction. In addition, we address standard, non-standard and unusual phraseology, terminology and vocabulary. Students examine case studies, where the use of incorrect language either led to disaster, or exacerbated a dangerous situation.

Practice Activities. Practice activities include role-play, simulations, aircraft emergencies, bomb threats, alerts, contingency actions and special requests. We also utilise case studies and study audio of actual incident and occurrence reports, where poor English, or use of non-standard radio phraseology, was a contributing factor.

Specialised Content. Specialist content includes a full inventory of events, domains and sub-domains that characterise the day-to-day communications of air traffic controllers and pilots.

Functionality. Emphasis is placed on speaking and listening skills, with continual practice in context. We study authentic broadcasts and examples of aircraft emergencies that relate to non-routine radio phraseology, unusual requests and aircraft incidents.

Testing

BBSI can arrange Aviation English testing at an external examining centre, upon request. The test would incur an additional fee which is not included in the programme.

BBSI Enrolment Details

Sponsors should contact BBSI with a Statement of Requirement, which must detail the number of course participants, their respective English language skills levels, their respective aviation specialisations and the precise training objectives. BBSI will then respond in writing with a detailed, comprehensive tailored training proposal.



Corporate Training Courses

Military English Training

BBSI Military English training is designed to prepare potential NATO staff officers for their roles in the NATO Alliance and for UN peacekeeping appointments. Our courses are both stimulating and wide-ranging in their delivery and content. Language development is achieved through active participation in practical course work. Moreover, training is fully supported by authentic discussion of current affairs, written communication and military-planning activities.

Training is tailored to meet the precise requirements of individual sponsors. We focus on creating an understanding of the functional communication skills necessary to enable participants to subsequently establish themselves in international appointments with ease and confidence. Our training is suitable for military officers, diplomatic staff, civil servants and intelligence officers.

Our Military English courses include excursions to professional and cultural places of interest. Many former participants are currently serving in senior NATO and UN appointments.

Specialised Content.

The colloquial, operational and specialised content will depend on the particular specialisation and will be selected, as necessary, from the following topics in functional military context:

NATO

- * management; organisation; core functions
- * HQ & field-command structure
- * defence policy, planning, management & PfP consultation
- * combined operations
- * command, control, communications, computing & intelligence
- * infrastructure
- * administration/financial management
- * communication information systems
- * production, logistics & supply
- * medical support & mobility
- * host-nation support
- * interoperability & standardisation
- * PfP technical support
- * out-of-area commitments
- * anti-terrorist/internal security operations
- * peace-support operations; strategic interactions; consent & legitimisation
- * public information; dissemination, coordination of the media
- * politics, diplomacy & international protocol

UN Peacekeeping

- * principles; consent, impartiality, objectives & limitations
- * rules of engagement
- * legality, propriety & credibility
- * force structures
- * negotiation, mediation, interposition, liaison & supervision
- * control measures, search & arrest
- * community relations
- * public information
- * UN organisation & command structure
- * planning, briefing & implementation
- * management & budgeting of joint exercises
- * UN intelligence, internal security & emergency-reaction forces
- * IFOR integration: participation of non-NATO nations
- * SFOR command & control
- * participation of civil services





Corporate Training Courses

Global & Conflict Studies, Foreign Policy & Global Politics

Whilst BBSI can offer training for those employed in the Diplomatic Services, we also offer courses in defined aspects of diplomacy particularly for those newer recruits to this field of work in areas such as Global & Conflict Studies, Foreign Policy & Global Politics. Training is delivered in the medium of English, and focuses on the professional communication skills required to function in an international role.

The course duration would depend upon the English language entry level of participants and previous experience levels; we recommend an initial Intermediate level of English (equivalent to CEFR B2/IELTS 5.0). The training is normally offered for sponsored groups of trainees, but we can also offer training for individuals. Courses can be planned either on a short-term intensive basis or to supplement longer courses in other business areas.

Course content and structure is tailored to meet clients' needs, with topics typically chosen from the following:

Global & Conflict Studies Training Topics.

- * *international defence studies*
- * *conflict resolution & peace building*
- * *the promotion of Human Rights*
- * *international relations & international diplomacy*
- * *the history of conflict*
- * *conflicts by type, 1946-2005*
- * *trends in conflict*
- * *revolutionary upheavals in the Third World*
- * *security & violence in global politics*
- * *physical & documentary security*
- * *arms proliferation [the Arms Trade]*

Foreign Policy Training Topics.

- * *world politics; how states formulate & implement foreign policy*
- * *leadership & foreign policy*
- * *ethics, economics & commercial factors*
- * *the role of states & international organisations (NGOs)*
- * *government-to-government communications*
- * *the role of NGOs in peace & conflict*
- * *poverty: Third World challenge & its impact*
- * *Human Rights*
- * *effects of the current economic downturn & its impact*

Global Politics Training Topics.

- * *UK governance & structure*
- * *EU political structure*
- * *political models: capitalism, democracy & equality*
- * *democratic processes*
- * *structure of government*
- * *local, national & international politics and the media*
- * *international organisations; the institutions of global governance*
- * *globalisation since 9/11*
- * *global impact of Middle East conflicts*
- * *global warming & energy management*
- * *international law*



Corporate Training Courses

Professional In-Country Short Courses & Seminars

In association with a network of experienced trainers and specialists in their fields, BBSI offers organisations worldwide, cutting-edge, aligned and competency-based training programmes on a wide range of topics, with special emphasis on current best practices and up-to-the-minute techniques. These short 3-10 day training programmes are designed to assist organisations in the implementation of strategies to enhance organisational performance and personnel skills among their staff.

Professional Short Training Programmes

Management & Leadership
Human Resource Management
Project Management
Customer Care & Public Relations
Administration
Contracts, Purchasing & Inventory
Logistics & Transport
Sales & Marketing
Information Technology & Networking
Hospitality Customer Service
Management in the Medical Profession
Coaching & Mentoring

Technical Courses:

Mechanical Engineering
Electrical Engineering
Maintenance & Reliability
Instrumentation & Controls
Electronics & Communication
Contracts & Projects
Oil & Gas Industry
Petrochemical & Processes
Health & Safety
Civil & Construction
Instrumentation & Process Control

Once a client has provided BBSI with a detailed specification of their precise training requirements, we source specialist and experienced tutors to design and structure a 3-10 day training programme to meet the specified learning outcomes. The duration of the course will depend on the degree of specialisation and the amount of content to be included. The client will be responsible for providing suitable in-house or in-country training facilities, and also for meeting the costs of tuition fees, and the BBSI tutor's expenses, ie international travel, food and accommodation and local travel.

Consultancy Services

Performance & Training. BBSI provides consultancy services to organisations seeking to ensure that their training expenditure addresses shortfalls in the performance of their respective business, industry or public-sector organisation. As organisations grow more complex, it is

no longer safe to assume that individual, departmental or organisational performance problems can be corrected simply by training. The obstacle may not be the lack of skills or knowledge, it could be an unnoticed bottleneck in corporate communications, ineffective management behaviours, ineffective processes, an environment that inhibits motivation, or any one of many other diverse but interrelated factors. BBSI can assist organisations to assess the magnitude and likely reasons for shortfalls in performance, and recommend strategies for improvement that might involve innovative, creative and less costly solutions than merely to increase the training budget.

Human Performance Analysis. BBSI will examine a client's organisational structure, management systems and processes, environmental elements, and people motivators and behaviours to determine which aspects are enhancing staff performance and which require change.

Competency & Skills Management. An organisation's core competencies form the foundation for its strengths. Identifying the key abilities of working teams, the relevant job families and establishing important competencies will assist staff in developing individual expertise and skills. BBSI will assist clients to determine, manage and develop core and specific competencies and skills at all levels to improve overall performance in key areas.

Training & Performance Support. BBSI will assess the need for custom-designed learning environments and creative training solutions to provide clients with the overall performance results they require. Improvements develop exponentially over time, with dramatic results being achieved by involving the client in the design process.

Performance Measurement. Once BBSI has assisted clients to establish effective training and performance systems, ongoing performance measurement by our specialist trainers and consultants ensures that an organisation is achieving the performance improvements it expects and provides clients with the information necessary to fine-tune the ongoing process of development.



Summer Courses

30 June-22 August 2014

General English

Our summer courses in General English are modular in format so that students can join a course and study for periods that suit their personal circumstances. We offer a choice of 4 study programmes at different language levels that vary in intensity to fit particular needs. Access to our Virtual Learning Environment (VLE) is included in all General English courses.

GE 20. Twenty lessons (15 hrs) weekly (CEFR A2-C1)

GE 24. Twenty four lessons (18 hrs) weekly (CEFR A2-C1)

GE 30. Thirty lessons (22.5 hrs) weekly (CEFR A2-C1)

GE 40. Forty lessons (30 hrs) weekly (CEFR B2-C1)

Courses can be studied for periods of between one and 50 weeks, and further details can be found at page 10.

Minimum Age. 18 years

Course Structure.

20 lessons (15 hours) weekly in English language, to include grammar & functions, vocabulary development, reading & writing skills, speaking, listening & pronunciation skills.

4 lessons (3 hours) weekly (**GE 24** only) additional speaking, reading, writing & listening skills

10 lessons (7.5 hours) weekly (**GE 30** & **GE 40** only) selected from one of the following:

* preparation for the **Cambridge English: First (FCE)**

* preparation for the **Cambridge English: Advanced (CAE)**

* preparation for the **Cambridge English: Business (BEC)**

* **English Language Workshop (ELW)**

10 lessons (7.5 hours) weekly (**GE 40** only) discussion, conversation & current affairs

Award. BBSI Certificate in General English

Additional Qualifications. Students who attend the GE 30 or GE 40 courses can additionally prepare for one of a range of different Cambridge English Language Assessment[§] qualifications. Alternatively, GE 30 and GE 40 participants can opt to join our ongoing weekly English Language Workshop at a language level to suit their needs.

[§] For further information, see Page 54.

English & IELTS [Academic] Preparation

Our summer courses in English & IELTS Preparation are modular in format, so that students can join the courses at their convenience and study for periods that suit their personal circumstances. The courses are designed for those who require an internationally recognised English language qualification to prove their academic communication skills to universities, colleges of further education or future employers.

There are 2 study options: the **EIP 30** (30 lessons [22.5 hours] weekly) and the more intensive **EIP 40** (40 lessons [30 hours] weekly). The courses are offered at different language levels and can be studied for periods of between 4 and 50 weeks. The course syllabus includes extensive IELTS examination preparation.

Minimum Age. 18 years

Minimum English Entry Level. Intermediate (equivalent to CEFR B1/IELTS 4.5)

Course Structure.

20 lessons (15 hours) weekly in English language, including grammar & functions, vocabulary development, reading & writing skills, speaking, listening & pronunciation skills.

10 lessons (7.5 hours) weekly IELTS Examination Preparation (**EIP 30** only)

20 lessons (15 hours) weekly IELTS Examination Preparation (**EIP 40** only)

Award. BBSI Certificate in English & IELTS [Academic] Preparation

Optional External Examination. IELTS

IELTS Examination Preparation. IELTS measures ability to communicate in English across all 4 language skills, listening, reading, writing and speaking, and is designed for those who intend to study or work in English. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. (For those who choose to take the IELTS examination, additional fees would apply.)



Summer Courses

30 June-22 August 2014

Communication & Business Skills

Our Certificate course in Communication & Business Skills is designed for students who want to learn business terms in English, as well as the concepts and communication skills of the international workplace. The course is a challenging step up from general English study. It includes team-work in meetings, negotiations and presentations, and helps students new to business studies to prepare assignments and reports of a professional standard. Further details relating to this course can be found at Page 13, including course objectives, and specialised topics and skills covered.

Additional Qualifications. Students can prepare for one of a range of different Cambridge English[®] qualifications. Alternatively, participants can opt to join our ongoing weekly English Language Workshop at a language level to suit their needs.

§ For further information, see Page 54.

Minimum Age. 18 years

Course Code. CBS

Course Duration. 4-8 weeks

Course Structure. Thirty-four lessons (25.5 hours) weekly:

20 lessons (15 hours) weekly Communication & Business Skills

4 lessons (3 hours) weekly Professional Skills

10 lessons (7.5 hours) weekly English Language (selected from one of the following options):

- * preparation for the **Cambridge English: First (FCE)**
- * preparation for the **Cambridge English: Advanced (CAE)**
- * preparation for the **Cambridge English: Business (BEC)**
- * **English Language Workshop (ELW)**

Awards.

BBSI Certificate in Communication & Business Skills

NCFE Certificate in Communication & Business Skills

(NCFE Award applicable to full 8-week course only.)

English for Business

The summer English for business courses provide practice in the business language used in different international work contexts. Students can choose either the basic course of 20 lessons (15 hours) weekly, or the intensive course of 30 lessons (22.5 hours) which includes additional English language or business skills. The course includes English grammar and vocabulary as used in business, as well as simulations of meetings, telephoning, negotiations and presentations. Lessons will help students build confidence in using their English in professional and social scenarios.

Course Objectives

- * to develop students' English language in a range of different business contexts
- * to provide students with a wider knowledge of relevant business terms
- * to enable students to communicate more effectively in an international workplace
- * to provide students with practice of business communication skills, to help build confidence
- * to prepare students for a recognised English language qualification (optional in 30-lesson course only)

Topics (20 and 30-lesson courses):

- * management
- * finance
- * general business
- * recruitment
- * marketing
- * international sales & trade

English for Business

Minimum Age: 18

Course Codes: EFB 20 (20 lessons)
EFB 30 (30 lessons)

Award. BBSI Certificate in English for Business

Duration: 2-8 weeks

Entry Level: Intermediate (equivalent to CEFR B2/IELTS 5.5)

Available Options with EFB 30:
(not available with EFB 20)

Cambridge English: First (FCE)
Cambridge English: Advanced (CAE)
Cambridge English: Business (BEC)
English Language Workshop (ELW)
Business Skills



Summer Courses

30 June-22 August 2014

Management

The summer management courses are designed for those who need to improve their English in the context of management, either for their work or their studies. Students can choose either the basic course of 20 lessons (15 hours) weekly, or the intensive course of 30 lessons (22.5 hours), which includes business skills. The courses focus on the development of management and supervisory skills and concepts, and are designed to enable students to develop appropriate business vocabulary and communication skills. The syllabus includes modules of the CMI Level 3 Diploma (each module requires 2 weeks of study and the number modules completed would therefore depend on the number of weeks studied.)

Course Objectives

- * to provide students with specialised language for management
- * to enable students to communicate more effectively in the context of international management
- * to enable students to develop a sound understanding of current theory and practice in management
- * to develop students' business English communication skills (30-lesson course only)
- * to prepare students for an internationally recognised management qualification

Course Content

Topics (20 and 30-lesson courses):

Managing & Communicating Information

- * gathering & selecting data
- * analysing & evaluating data for decision-making
- * communicating information, conclusions and decisions

Meeting Stakeholder Needs

- * stakeholder analysis
- * management of change
- * customer service management

Maintaining Quality Standards

- * TQM
- * quality cultures & standards
- * introduction to quality management

Resource Planning

- * production planning
- * using a controlling resource
- * knowledge management

Business Skills (30-lessons course only):

Additional business skills components would be selected from the following for the Management & Business Skills course:

Writing

Presentations

Meetings

Telephoning

Negotiating

Management

Course Code. MAN

Course Duration. 2-8 weeks

Minimum Entry Level.
Intermediate (equivalent to CEFR B2/IELTS 5.5)

Minimum Age. 18 years

Award. BBSI Certificate in Management

Optional External Qualification:
CMI Award in First-Line Management
(additional fees would apply)

Course Structure.
20 lessons (15 hours) weekly Management



Management & Business Skills

Course Code. MBS

Course Duration. 2-8 weeks

Minimum Entry Level.
Intermediate (equivalent to CEFR B2/IELTS 5.5)

Minimum Age. 18 years

Award. BBSI Certificate in Management & Business Skills

Optional External Qualification:
CMI Award in First-Line Management
(additional fees would apply)

Course Structure.
20 lessons (15 hours) weekly Management
10 lessons (7.5 hours) weekly Business Skills



Summer Courses

30 June-22 August 2014

Marketing

The summer marketing courses are designed for those who need to improve their English in the context of marketing, either for their work or their studies. Students can choose either the basic course of 20 lessons (15 hours) weekly, or the intensive course of 30 lessons (22.5 hours), which includes business skills. The courses focus on the development of marketing concepts and skills, and are designed to enable students to develop appropriate business vocabulary and communication skills.

Course Objectives

- * to provide students with specialised language for marketing, advertising and public relations
- * to enable students to communicate more effectively in the context of international marketing
- * to enable students to develop a sound understanding of current theory and practice in marketing & promotion
- * to develop students' business English communication skills (30-lesson course only)

Course Content

Topics (20 and 30-lesson courses):

- * services marketing management
- * pricing strategy
- * promotional tools: advertising, sales promotion, public relations & sponsorship
- * promotional tools: database marketing, direct & internet marketing
- * distribution management
- * marketing planning & strategy

Business Skills (30-lessons course only):

Additional business skills components would be selected from the following for the Marketing & Business Skills course:

Writing
Presentations
Meetings
Telephoning
Negotiating

Marketing

Course Code. MKT

Course Duration. 2-8 weeks

Minimum Entry Level.
Intermediate (equivalent to CEFR B2/IELTS 5.5)

Minimum Age. 18 years

Award. BBSI Certificate in Marketing

Course Structure.
20 lessons (15 hours) weekly Marketing

Marketing & Business Skills

Course Code. MKS

Course Duration. 2-8 weeks

Minimum Entry Level.
Intermediate (equivalent to CEFR B2/IELTS 5.5)

Minimum Age. 18 years

Award. BBSI Certificate in Marketing & Business Skills

Course Structure.
20 lessons (15 hours) weekly Marketing
10 lessons (7.5 hours) weekly Business Skills

Summer Courses

30 June-22 August 2014

Finance

The summer finance courses are designed for those who need to improve their English in the context of finance, either for their work or their studies. Students can choose either the basic course of 20 lessons (15 hours) weekly, or the intensive course of 30 lessons (22.5 hours), which includes business skills. The courses focus on the development of financial concepts and skills, and are designed to enable students to develop appropriate business vocabulary and communication skills. The courses include preparation and practice for the Cambridge English: Financial (ICFE) examination.

Course Objectives

- * to provide students with specialised language for finance
- * to enable students to communicate more effectively in the context of international finance & financial services
- * to enable students to develop a sound understanding of current theory & practice in finance
- * to prepare students for an internationally recognised financial English qualification
- * to develop students' business English communication skills (30-lesson course only)

Course Content

Topics (20 and 30-lesson courses):

- * nature & role of accounting
- * identifying user groups
- * cost volume profit analysis
- * balance sheet
- * sources of business finance
- * managing working capital
- * rights issues & scrip issues
- * financial ratios
- * direct & indirect costs
- * profit & loss account
- * budgeting
- * cash flow statement
- * debtor management

Business Skills (30-lessons course only):

Additional business skills components would be selected from the following for the Finance & Business Skills course:

- Writing
- Presentations
- Meetings
- Telephoning
- Negotiating

Finance

Course Code. FIN

Course Duration. 2-8 weeks

Minimum Entry Level.
Intermediate (equivalent to CEFR B2/IELTS 5.5)

Minimum Age. 18 years

Award. BBSI Certificate in Finance

Optional External Qualification:
Cambridge English: Financial (ICFE)
(additional fees would apply)

Course Structure.
20 lessons (15 hours) weekly Finance

Finance & Business Skills

Course Code. FBS

Course Duration. 2-8 weeks

Minimum Entry Level.
Intermediate (equivalent to CEFR B2/IELTS 5.5)

Minimum Age. 18 years

Award. BBSI Certificate in Finance & Business Skills

Optional External Qualification:
Cambridge English: Financial (ICFE)
(additional fees would apply)

Course Structure.
20 lessons (15 hours) weekly Finance
10 lessons (7.5 hours) weekly Business Skills

Summer Courses

30 June-22 August 2014

Hospitality & Tourism

The summer hospitality and tourism courses are designed for those who need to improve their English in the context of hospitality management and tourism, either for their work or their studies. Students can choose either the basic course of 20 lessons (15 hours) weekly, or the intensive course of 30 lessons (22.5 hours), which includes business skills. The courses focus on the development of hospitality and tourism concepts and skills, and are designed to enable students to develop appropriate business vocabulary and communication skills.

Course Objectives

- * to provide students with specialised language for hospitality & tourism
- * to enable students to communicate more effectively in the context of the hospitality industry
- * to enable students to develop a sound understanding of current theory and practice in hospitality & tourism
- * to develop students' business English communication skills (30-lesson course only)

Course Content

Topics (20 and 30-lesson courses):

- * tourism chain of distribution
- * travel agency operations
- * marketing the tourist product
- * HR management
- * health, hygiene & fire safety
- * marketing of package tours
- * conferencing & banqueting operations
- * sustainable tourism

Business Skills (30-lessons course only):

Additional business skills components would be selected from the following for the Hospitality, Tourism & Business Skills course:

Writing
Presentations
Meetings
Telephoning
Negotiating

Hospitality & Tourism

Course Code. HSP

Course Duration. 2-8 weeks

Minimum Entry Level.
Intermediate (equivalent to CEFR B2/IELTS 5.5)

Minimum Age. 18 years

Award. BBSI Certificate in Hospitality & Tourism

Course Structure.
20 lessons (15 hours) weekly Hospitality
& Tourism

Hospitality, Tourism & Business Skills

Course Code. HBS

Course Duration. 2-8 weeks

Minimum Entry Level.
Intermediate (equivalent to CEFR B2/IELTS 5.5)

Minimum Age. 18 years

Award. BBSI Certificate in Hospitality, Tourism & Business Skills

Course Structure.
20 lessons (15 hours) weekly Hospitality
& Tourism
10 lessons (7.5 hours) weekly
Business Skills

Summer Courses

30 June-22 August 2014

Legal Studies

The summer legal studies courses are designed for those who need to improve their English in the context of law, either for their work or their studies. Students can choose either the basic course of 20 lessons (15 hours) weekly, or the intensive course of 30 lessons (22.5 hours), which includes business skills. The courses focus on the development of legal concepts and skills, and are designed to enable students to develop appropriate business vocabulary and communication skills. The courses include preparation and practice for the Cambridge English: Legal (ILEC) examination.

Course Objectives

- * to provide students with specialised legal language
- * to enable students to communicate more effectively in a legal context
- * to enable students to develop a sound understanding of current theory and practice of law
- * to prepare students for an internationally recognised legal English qualification
- * to develop students' business English communication skills (30-lesson course only)

Course Content

Topics (20 and 30-lesson courses):

- * common & civil law systems
- * white collar crime
- * private international law
- * UK contract law
- * public international law
- * human rights law
- * corporate social/criminal responsibility

Business Skills (30-lessons course only):

Additional business skills components would be selected from the following for the Legal Studies & Business Skills course:

Writing
Presentations
Meetings
Telephoning
Negotiating

Legal Studies

Course Code. LAW

Course Duration. 2-8 weeks

Minimum Entry Level.
Intermediate (equivalent to CEFR B2/IELTS 5.5)

Minimum Age. 18 years

Award. BBSI Certificate in Legal Studies

Optional External Qualification:
Cambridge English: Legal (ILEC)
(additional fees would apply)

Course Structure.
20 lessons (15 hours) weekly
Legal Studies

Legal Studies & Business Skills

Course Code. LBS

Course Duration. 2-8 weeks

Minimum Entry Level.
Intermediate (equivalent to CEFR B2/IELTS 5.5)

Minimum Age. 18 years

Award. BBSI Certificate in Legal Studies & Business Skills

Optional External Qualification:
Cambridge English: Legal (ILEC)
(additional fees would apply)

Course Structure.
20 lessons (15 hours) weekly
Legal Studies
10 lessons (7.5 hours) weekly
Business Skills

Summer Courses

30 June-22 August 2014

Science, Mathematics & IT

The summer science, mathematics & IT courses are designed for those who need to improve their English in the context of technology, engineering and industry, either for their work or their studies. Students can choose either the basic course of 20 lessons (15 hours) weekly, or the intensive course of 30 lessons (22.5 hours), which also includes business skills. The courses focus on the development of science, mathematics and IT concepts and skills, and are designed to enable students to develop appropriate business vocabulary and communication skills.

Course Objectives

- * to provide students with specialised language for science, mathematics & IT
- * to enable students to communicate more effectively in the context of technology & industry
- * to enable students to develop a sound understanding of current theory and practice in science, mathematics & IT
- * to develop students' business English communication skills (30-lesson course only)

Course Content

Topics (20 and 30-lesson courses):

Science

electrolysis, earthquakes, chemical reactions, catalysts, atmospheric pollution, organic chemistry, resonance & pressure

Mathematics

algebra, differentiation, stationary points, integration, regression analysis & trigonometry

Business Skills (30-lessons course only):

Additional business skills components would be selected from the following for the Science, Mathematics, IT & Business Skills course:

Writing

Presentations

Meetings

Telephoning

Negotiating

Science, Mathematics & IT

Course Code. SMT

Course Duration. 2-8 weeks

Minimum Entry Level.
Intermediate (equivalent to CEFR B2/IELTS 5.5)

Minimum Age. 18 years

Award. BBSI Certificate in Science, Mathematics & IT

Course Structure.
20 lessons (15 hours) weekly
Science, Mathematics & IT

Science, Mathematics, IT & Business Skills

Course Code. SMS

Course Duration. 2-8 weeks

Minimum Entry Level.
Intermediate (equivalent to CEFR B2/IELTS 5.5)

Minimum Age. 18 years

Award. BBSI Certificate in Science, Mathematics, IT & Business Skills

Course Structure.
20 lessons (15 hours) weekly
Science, Mathematics & IT
10 lessons (7.5 hours) weekly
Business Skills





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