

Expand beyond the horizon

IN today's international market, English is probably the most common lingua franca – the unifying language of trade, commerce and business communication. A good command of the language can boost a person's career in the modern business world.

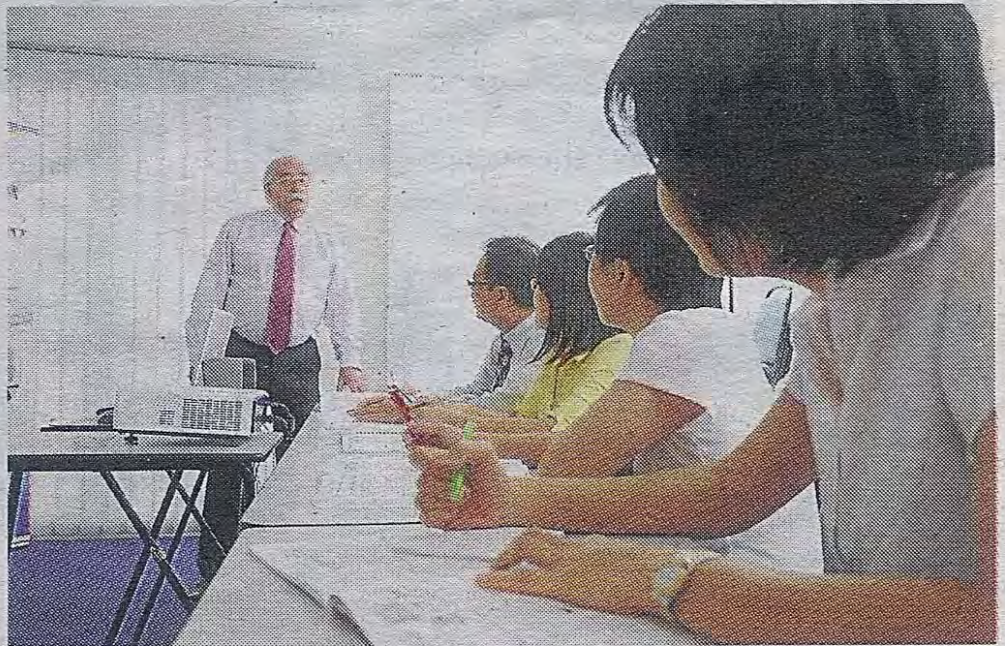
For many, however, the thought of learning, or perfecting, foreign language skills is a daunting prospect indeed. Learning is often associated with verb tables and vocabulary lists, and mastering the use of words in sentences and phrases – all in preparation for the big, final exam.

Cambridge English for Life says the learning experience does not have to be that way. For a start, its course in Business English is designed to target only the language that will be of use to you in your business life. A course can be designed to suit the needs of a telephonist in a customer services environment just as easily as it can be tailored to improve the language of a CEO who regularly has to attend board meetings.

Its Business English courses can be arranged for one-on-one private tuition, small independent classes or even in-house company-wide training. Cambridge English for Life has a team to offer guidance on the most suitable teaching pedagogy for the company. Courses also cater to students who want exam-free, on-going lessons.

Learners can study anything, including how to attend meetings, give presentations, conduct or attend job interviews, deal with sales and complaints, and write letters.

The most important feature of Business English courses is that they take into account the fact that many learners have limited



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time in which to improve their skills. The courses focus on understanding and being understood in English. The material studied is applicable to a student's working life.

Business English is one of many tools that a professional can use to impress clients and colleagues. However, enhancing English language skills offers more than just the ability to communicate more effectively in a business environment.

A company that wants to boost its performance would do well to enrich its own culture with balanced employee development, inclusive of training in Business English.

In the business world, English is seen as a language of inclusion that facilitates a huge amount of commerce. This is an appealing quality for any current or prospective employer.

■ For details on Cambridge English for Life Business Programmes, contact Christine at 03-7883 0912 or info@cambridgeforlife.org or visit www.cambridgeforlife.org.

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Making Today's Learning Tomorrow's Success

Cambridge English For Life (CEFL) is the leading provider of English language courses in Malaysia and CEFL centres conduct the following preparatory courses leading to the Cambridge English Learning Assessment Examinations.

Young Learners English (YLE)

- Cambridge English: Starters (YLE Starters)
- Cambridge English: Movers (YLE Movers)
- Cambridge English: Flyers (YLE Flyers)

The Cambridge Main Suite

- Cambridge English: Key (KET)
- Cambridge English: Preliminary (PET)
- Cambridge English: First (FCE)
- Cambridge English: Advanced (CAE)
- Cambridge English: Proficiency (CPE)

Business English

- Business English Certificates (BEC)
- Business English Communication Skills*
- Conversational English

* Business English Communication Skills = HRDF claimable.

Special Promotions for New Students

Visit www.cambridgeforlife.org and click "Partners" for details. Terms and conditions apply.

FREE English Language Proficiency Assessments for Schools

Visit www.cambridgeforlife.org for details.

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