

York – English Language and Business Online

Online short course presentation

Aoife Burke, Programme Manager

Welcome to York - Online!

Short video



Introduction

The City of York



- Beautiful and historic city
- 2000 years old
- Many beautiful buildings and places to visit
- Modern and lively
- Taste of life here

The University of York



- Russell Group
(top UK university)
- Top 150 in the world
- High quality teaching
and research
- Beautiful parkland
campus
- Virtual experience

Centre for Global Programmes



- We run face-to-face and online programmes
- Friendly and supportive tutors
- Helpful admin team
- Here to give you the best experience



Our online programmes

Online learning at York

Even if you can't come to York right now, we can provide you with a full **learning experience**

online!

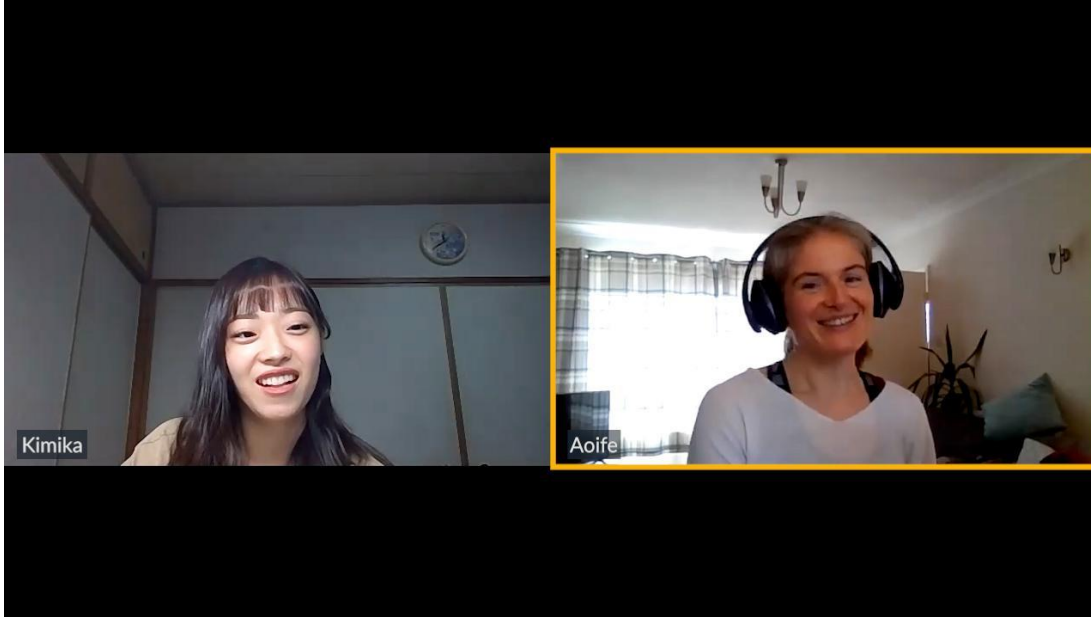


Online learning at York



- Live sessions
- Fun and engaging lessons
- Friendly tutors

Online learning at York



- Small group work
- Personal feedback from your tutor

Virtual visit



Centre for Global Programmes





The online programme

Overall aims

- To provide the real **York experience** online
- To develop your **English language communication skills**;
- To develop your **business theory**;
- To develop your **business English skills**;
- To develop your ability to **deliver a presentation in English** online.

Components

- English and Business
- Academic Communication Skills
- Feedback and evaluation
- Social Programme
- International Conversation Afternoon (ICA)

English and Business

- An introduction to business theory (marketing, competitive strategy, SWOT analysis)
- Business case studies
- Business English communication development
- Business Project

Business Project



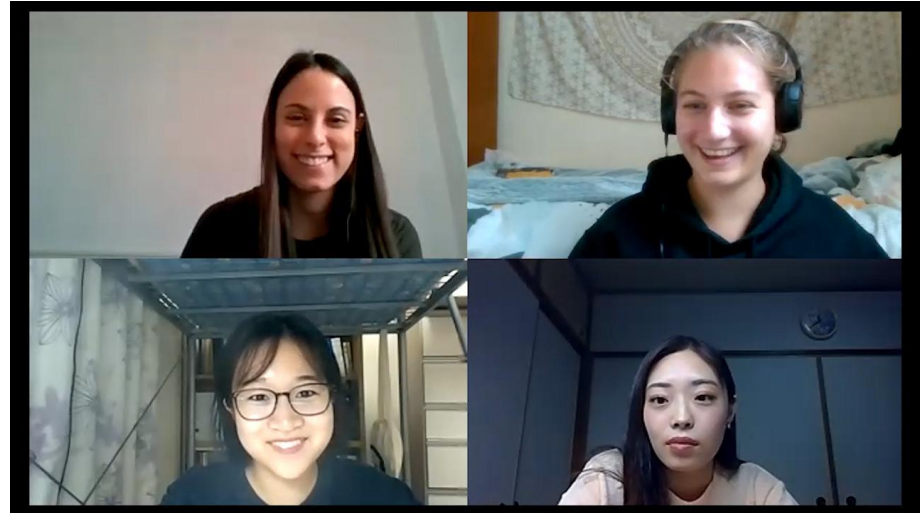
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- Work in small groups
- Research a local York business
- Develop a business plan of how your business might work in another market
- Present your findings in a presentation at the end of the course



Social Programme

- Icebreaker activity on day 1
- A fun social activity a week with a York student mentor
- International Conversation Afternoons
- Virtual Farewell ceremony



Sample timetable

Week 1

 PLATFORM: [GOOGLE CLASSROOM & ZOOM](#)


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FEB 2022	MONDAY 21	TUESDAY 22	WEDNESDAY 23	THURSDAY 24	FRIDAY 25
SESSION 1 8.30AM – 9.30AM (UK TIME)	WELCOME AND ORIENTATION LIVE SESSION	LANGUAGE AND BUSINESS 1 INTRODUCTION TO MARKETING LIVE SESSION	LANGUAGE AND BUSINESS 3 BUSINESS CASE STUDY: THE CONTINUING SUCCESS OF KITKAT LIVE SESSION	LANGUAGE AND BUSINESS 4 PRICING STRATEGY LIVE SESSION	LANGUAGE AND BUSINESS 6 BUSINESS CASE STUDY: THE FAILURE OF CARREFOUR IN JAPAN LIVE SESSION
SESSION 2 9.45AM – 10.45AM (UK TIME)	INTRODUCTION TO BUSINESS PROJECT LIVE SESSION	LANGUAGE AND BUSINESS 2 MARKETING MIX LIVE SESSION	LANGUAGE AND SKILLS 1 PREPARATION FOR ICA LIVE SESSION	LANGUAGE AND BUSINESS 5 SWOT ANALYSIS LIVE SESSION	WEEKLY WRAP LIVE SESSION
SESSION 3 11.15AM – 12.15PM (UK TIME)	SOCIAL EVENT ICEBREAKER ACTIVITY LIVE SESSION	VIRTUAL TOUR 1 LIVE SESSION	INTERNATIONAL CONVERSATION AFTERNOON 12PM – 1PM LIVE SESSION	VIRTUAL TOUR 2 LIVE SESSION	PROJECT WORK LIVE SESSION
SESSION 4 SELF-STUDY	BUSINESS PROJECT ASYNCHRONOUS INTRODUCTION TO LEARNING LOGS VIDEO ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS

Programme Basics

- **Dates:** 21st February 2022 - 4th March 2022.
- **Application deadline:** Friday, 4 February 2022, 11.59 (GMT) or earlier if the course is full.
- **Hours:** 3 live sessions a day plus 2 hours self study.
- **Entry requirements:** no formal requirements (suitable for IELTS 4.0-6.0)
- **Feedback and assessment:** Continuous assessment and presentation.
- **Certificate:** issued on successful completion.

Web page for more information

<https://www.york.ac.uk/global/summer-schools-and-short-courses/online-courses/english-business/>

Contact us

✉ cgp-shortcourses@york.ac.uk



ENGLISH LANGUAGE AND BUSINESS



*Scan the code
to find out about our
2-week online course*