

# PROFESSIONAL PATHWAYS



**BUSINESS ENGLISH  
PROFESSIONAL CERTIFICATES**



**YOUR ROUTE TO  
PROFESSIONAL  
EXCELLENCE  
WITH STAFFORD  
HOUSE**



**TORONTO | LONDON**

# **P**ROFESSIONAL PATHWAYS REACH YOUR PERSONAL POTENTIAL

**At Stafford House, we make it our mission to improve your English language skills to help you reach your professional goals. We have over 60 years of experience in helping students reach their potential and offer a range of dedicated professional programmes and activities in our schools across the UK and Canada.**

We pride ourselves on being the only group of language schools in the world with such a comprehensive range of professional programmes and activities designed to give you the professional skills you need in the modern world. As well as providing great education, we ensure that your time spent at Stafford House allows you to improve your English, experience a new culture and improve your career prospects.

We can't wait to help you on your pathway to career excellence!

“ We live in a world where securing your dream job is becoming increasingly competitive, with many employers looking to employ graduates who have both qualifications and relevant work experience. At Stafford House, we understand that this can be quite daunting, so we have developed a portfolio of programmes and activities focussed on improving your skills and unlocking your professional potential. I am very pleased to introduce you to our Business English and Professional Certificate Programmes. No matter your goals, we are here to help you on your professional pathway and we can't wait to help you achieve! ”

**Carl Robertson,  
General Manager,  
Stafford House**

**ENHANCE YOUR  
PROFESSIONAL  
SKILLS THROUGH  
A RANGE OF  
PROGRAMMES AND  
ACTIVITIES**



**PROFESSIONAL  
CERTIFICATES**



**BUSINESS  
ENGLISH**



**PROFESSIONAL  
SKILLS FOR A  
GLOBAL CAREER**

**THIS BROCHURE IS  
POWERED BY ZAPPAR**



**DOWNLOAD THE APP AND  
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PHONE TO FIND OUT MORE!**

# DESIGNED FOR A LIFE OF UNLIMITED OPPORTUNITIES

## PROFESSIONAL PATHWAYS FOR ALL CAREER PLANS



### WHO STUDIES PROFESSIONAL PATHWAYS?

Experienced professionals or university and college students with an upper intermediate level of English who want an introduction to key business subjects

Experienced professionals or students who want to develop their professional skills portfolio and practice speaking English while studying a short-term business course

Job seekers and graduates who want to advance in their career by adding a business certificate to their resume

**Ready to study Professional Pathways?**

**Take our Online Academic English test to find out your English level:**

[www.staffordhouse.com/academic-test](http://www.staffordhouse.com/academic-test)

# 10 REASONS YOU SHOULD CHOOSE PROFESSIONAL PATHWAYS AT STAFFORD

- Make your CV more competitive with experience of Canadian and UK company practices
- Hone your leadership and team building skills by working as part of an international team
- Meet and learn from top executives from Canadian and UK companies across a range of industries
- Complete a successful business project to add to your CV
- Improve your interview skills
- Network with professionals from all over the world
- Become a confident and inspiring presenter in English
- Improve your confidence in using English in a professional environment
- Explore new industries and career paths
- Reach your career potential!

“ I have completed the Business Management Certificate Program and now I’m studying Marketing. I really believe that I have developed presentation, organization, communication and teamwork skills with this course. I think PC classes are really changing my thinking about my career, because as I take these classes, I’m getting interested in management and marketing and I want to work in marketing and advertisement in the future. ”

**Hina, Japan**  
**Professional Certificates in Business Management and Marketing**

# B BUSINESS ENGLISH

## THE LANGUAGE OF BUSINESS



This programme is designed to equip you with the skills and confidence you need to communicate in English in an international professional environment. Based on relevant topics and engaging up-to-date materials, the course goes beyond the book, immersing you in hands-on practice with business vocabulary, grammar, and communication strategies.

### COURSE FEATURES

#### OBJECTIVES

This is a vocabulary and skills driven course; you will learn business specific language and perfect it through studying case studies, delivering presentations, practicing language for negotiating, as well as writing business emails and CVs or resumes.

#### THE LANGUAGE OF BUSINESS

In class you will learn grammar and pronunciation for use in sales, marketing, advertising, human resources, administration, finance and management contexts.

#### HOW YOU LEARN

Through authentic, goal-oriented tasks designed to develop your English skills and build your confidence. As a Business English student, you will be trained to adapt and excel in a wide variety of business situations.

#### WHAT YOU DO

- Hold meetings
- Conduct interviews
- Plan and present proposals
- Manage workplace conflict
- Write business emails, proposals & recommendations
- Conduct performance reviews  
...and much more!

### EXAMPLE PROFESSIONAL SKILLS MODULES

All students on our Standard, Intensive and Super Intensive courses can personalise their learning through the addition of specific modules. As these are designed to suit the specific needs of the students, modules vary from school to school and from month to month. See below for examples of our most popular professional modules.

#### PRESENTATION SKILLS | B2-C2

Learn to create successful presentations and acquire confidence to speak in front of an audience. This module will give students all the tools to become a master presenter.

#### SOCIAL MEDIA | B2-C2

Students will improve their social media skills to market themselves and their business. Students learn how to post on social media effectively and learn how to engage with their audience.

#### BUSINESS CULTURE | B2-C2

Students explore corporate cultures and traditions within different nationalities. This module focuses on the diversity of business cultures across the world and their connections and comparison with other countries.

### BUSINESS ENGLISH FACTS



**START DATE**  
Any Monday



**LOCATIONS**  
Canada: Toronto  
UK: London



#### IN-CLASS CLOCK HOURS

Standard: 15 clock hours per week\*  
Intensive: 19 clock hours per week  
Super Intensive: 23 clock hours per week



\*Toronto only

Students will progress at their own pace. We recommend at least 80% attendance and completion of all homework and self-study recommendations

“Business English is more than English; it is great coaching for international business where English skills are required. My teacher, Tom, gave special attention to all students and taught the subject to focus on our individual needs. I strongly recommend Business English classes to anyone who wants to improve their English skills for their career.”

**Luis, Brazil**  
Business English

# BUSINESS ENGLISH FOR CORPORATE CLIENTS

WHATEVER YOUR BUSINESS ENGLISH  
NEEDS WE CAN CREATE TRAINING FOR YOU

At Stafford House we are experienced in helping companies from many countries and industries develop personalised corporate English training for their clients.

Corporate clients can combine any programme with private lessons, or we can tailor make group classes to suit any particular requirement.



## TAILORED GROUPS

We deliver tailor-made package programmes to groups of students throughout the year. Each programme is adapted to specifically meet the needs and interests of each group.

### TAILORED TO YOUR NEEDS

Whether your group is looking for specialised course content for academic, cultural or professional purposes, we work with you to understand your requirements and objectives, and use this understanding to design a highly effective teaching programme. We welcome groups from a variety of backgrounds and professions, from university students and business executives, to nurses, pilots and teachers. All of our tailored group students share the same teaching facilities and great Stafford House services as our year round students.

### BESPOKE ACTIVITIES

Alongside the course content, we can offer a bespoke calendar of cultural and social activities, meal plans with specific dietary requirements and assistance with particular travel arrangements and accommodation types. We aim to ensure that every aspect of your experience is tailored to your needs and expectations.



# P

# ROFESSIONAL CERTIFICATES

## MARKETING, PROJECT MANAGEMENT & BUSINESS MANAGEMENT



Our project based Professional Certificates programme gives you a unique learning experience to improve your business skills and learn new strategies to enhance your career or further studies. Stafford House are the pioneers of the Professional Certificate programme and we have designed our offering in partnership with top business academics to equip you for the challenges faced in the business world today. Available in either 2 or 4 week self-contained courses.

### COURSE FEATURES

- Lecture-style classes
- Experienced business teachers
- Focus on communication, presentation and teamwork skills
- Gain experiences that reflects the modern workplace
- Team based projects
- Company visits and guest speakers

### WHO IS IT FOR?

- Experienced professionals wanting to develop international business skills
- Aspiring students who want experience for their university application
- Upper Intermediate and above English students who want to use their skills in a new way
- Job seekers who want to advance in their career
- A Professional Certificate from Stafford House
- Final business presentation and project
- Experience working as part of a multicultural team
- Networking skills and new international contacts

### PROFESSIONAL CERTIFICATES FACTS

  
**LOCATIONS**  
 Canada: Toronto  
 UK: London

  
**MINIMUM LEVEL**  
 Upper  
 Intermediate

**VISA**  
**STUDENT VISA REQUIREMENTS**  
 Tourist Visa

  
**DURATION**  
 2 or 4 week courses

### LESSONS

**Standard:** (15 hours of Professional Skills lessons)  
**Intensive:** (15 hours of Professional Skills lessons + 4 hours of module lessons\*)  
**Super Intensive:** (15 hours of Professional Skills lessons + 8 hours of module lessons\*)

**EDUCATIONAL EXPERIENCE**  
 No previous business qualifications required

  
**AGE**  
 18+

“ I already work for a company in Japan and I wanted to take advantage of this experience to help my career. My courses have helped me improve my understanding of Silicon Valley industry. I enjoyed the final presentation task where I learnt how to present in English in front of an audience. ”

**Tadashi, Japan**  
**Professional Certificates**

“ I studied for my professional certificate, as I wanted to learn more about marketing. I am currently preparing to study for a Master’s degree but I have not decided on my major yet. I might have my own business one day and learning about marketing will help me build a better business! ”

**Nongporn, Thailand**  
**Professional Certificate in Marketing**

\*Add other professional English modules such as Presentation Skills or Social Media at Work for a Standard or Intensive course.

## CASE STUDY FOCUSED CLASSES

Previous examples have included:

### PROFESSIONAL CERTIFICATE MARKETING:

Kraft, Subway, Samsung, Oreos, NFL, Starbucks, Costco

### PROFESSIONAL CERTIFICATE BUSINESS MANAGEMENT:

Disney, Costco, GM, Ford, Chrysler, Google, Netflix

### PROFESSIONAL CERTIFICATE PROJECT MANAGEMENT:

Colorado Parade, Aramco, China Telecom

## GUEST SPEAKERS

Previous examples have included:

- Vice President Client Communications at Deutsche Asset Management, an affiliate of Deutsche Bank
- Senior Director, Analytics Cloud, Salesforce
- CEO of Take New Ground (executive coaching company)
- Chief Outcomes Engineer, Leadership Fundamentals Inc
- Founder of Blue Print (design consulting firm)
- Senior Digital Project Manager, Central Station Toronto
- Vice President of Brand and Market, Deltatre Inc.
- Michelle Oliveira, Marketing Manager, Linked-In Profile Writer and Trainer
- Jane Taylor, PMP
- Robert Chu, Owner of Chewy Apparel
- George Anastasopoulos, Chief Outcomes Engineer and Certified Leadership Coach



Each professional certificate module includes a networking event, a guest speaker or a visit to a company.

Previous guests have included local start-ups, successful entrepreneurs and established business leaders giving inspiring talks on how they have overcome challenges in their industry, followed by question and answer sessions on business topics.

## COMPANY VISITS AND EVENTS

Previous examples have included:

### COMPANIES AND ORGANISATIONS:

- General Assembly
- Boda Borg
- Gillette
- Trapology
- Westfield Shopping Centre

### EVENTS:

- Kirstein Business Library
- WeWork
- Shoobox Startup Series
- HubWeek



“ I draw on both theory and practice during the Professional Certificate Courses, and love to stimulate debate through real business challenges and opportunities. The courses themselves are an excellent introduction to business study. The students get a chance to test/share their knowledge through case study preparation, group work, class discussions and their own business experiences. I like to teach with a good portion of humour with examples of both my business successes and the occasional example of when things didn't necessarily go completely to plan. ”

**Martyn Hollingdale, Professional Certificates Teacher, London**

“ I loved my Stafford House experience studying all three Professional Certificate modules. The programme allows you to visit businesses where you can talk with the managers and compare everything we are learning in classroom with how it works in the real workplace. ”

**Vinicius, Brazil**  
**Professional Certificates x 3**

# CHOOSE FROM 3 PROFESSIONAL CERTIFICATES

Choose between a 2 week course (Module I) or 4 week course (module I + Module II)

BUSINESS MANAGEMENT		PROJECT MANAGEMENT		MARKETING	
<p><b>Duration:</b> 2 or 4 weeks</p> <p><b>Student Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Understand different types of business structures, business environments and economic realities</li> <li>• Understand organisational control, management tools, business management styles and practices</li> <li>• Develop strategic and tactical planning techniques</li> </ul>		<p><b>Duration:</b> 2 or 4 weeks</p> <p><b>Student Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Understand key project management concepts and practices</li> <li>• Understand a range of management styles</li> <li>• Develop project management planning techniques</li> </ul>		<p><b>Duration:</b> 2 or 4 weeks</p> <p><b>Student Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Understand key marketing concepts and practices</li> <li>• Understand a range of marketing styles</li> <li>• Develop strategic marketing planning techniques</li> <li>• Develop a strategic marketing plan in the English Language</li> </ul>	
SAMPLE SYLLABUS*		SAMPLE SYLLABUS*		SAMPLE SYLLABUS*	
BUSINESS MANAGEMENT I (2WEEKS)	<p><b>Week 1</b></p> <ul style="list-style-type: none"> <li>• Customer Satisfaction</li> <li>• Strategic Planning</li> <li>• Social Media</li> </ul> <p><b>Student Deliverables:</b> Students are given project instruction for preparing their final reports on a selected company through applying course based knowledge</p> <p><b>Week 2</b></p> <ul style="list-style-type: none"> <li>• Global Marketing</li> <li>• Market Segmentation</li> <li>• Product and Service Strategies</li> <li>• Integrated Marketing Communications</li> </ul> <p><b>Student Deliverables:</b> Visit to a small restaurant to observe and identify how the 4 functions of management are being applied and present findings to the rest of the group</p>	PROJECT MANAGEMENT I (2WEEKS)	<p><b>Week 1</b></p> <ul style="list-style-type: none"> <li>• Foundations</li> <li>• Project Management Skill Development</li> <li>• Project Initiation</li> </ul> <p><b>Student Deliverables:</b> Students research project management certification for selected projects and present their findings to the rest of the group</p> <p><b>Week 2</b></p> <ul style="list-style-type: none"> <li>• Defining Goals</li> <li>• Work Breakdown and Structure</li> <li>• Planning the Team and Resources</li> </ul> <p><b>Student Deliverables:</b> Students develop a mock Communications Plan for a selected project</p>	MARKETING I (2WEEKS)	<p><b>Week 1</b></p> <ul style="list-style-type: none"> <li>• The History of Management Thought</li> <li>• The Management Process Today</li> <li>• The Manager as a Person (Values, Attitudes, etc.)</li> <li>• Case Studies.</li> </ul> <p><b>Student Deliverables:</b> Course expectations set, prepare and present a strategic plan for a selected product, as a written paper and an oral team presentation</p> <p><b>Week 2</b></p> <ul style="list-style-type: none"> <li>• Planning, Strategy and Competitive Advantage</li> <li>• Organisational Structure</li> <li>• Control and Change</li> <li>• Managing Operations.</li> </ul> <p><b>Student Deliverables:</b> Students make final decision for their product. Design and conduct an online survey for potential consumers. Field research task</p>
	BUSINESS MANAGEMENT II (2WEEKS)		<p><b>Week 3</b></p> <ul style="list-style-type: none"> <li>• E-Business</li> <li>• Market Research</li> <li>• Relationship Marketing,</li> <li>• Developing and Managing Brands</li> <li>• Product Categories</li> </ul> <p><b>Student Deliverables:</b> Students introduced to motivation and leadership; Deliver a presentation on effective leadership</p> <p><b>Week 4</b></p> <ul style="list-style-type: none"> <li>• Retailers</li> <li>• Wholesalers</li> <li>• Direct Marketers</li> <li>• Pricing</li> <li>• Digital Presence</li> </ul>		PROJECT MANAGEMENT II (2WEEKS)



# U

# UNLIMITED PACKAGE

## GET MORE ENGLISH FOR LESS



Flexibly adjust your programme and schedule intensity to meet your needs as you progress with Stafford House Certificates, and gain experiences and international contacts that will help you succeed in your career. Transfer easily to other Stafford House Centres and experience the range that Stafford House has to offer in that country!<sup>1</sup>

Includes any schedule, any intensity. General English, Business English, Test Preparation, University Preparation courses, University Placement Service Fee and Registration Fee. Free upgrade to Professional Certificates.<sup>3</sup>

**CHOOSE ANY COUNTRY**  
**ANY COURSE**  
**ANY INTENSITY**



**LOCATIONS:**  
All Centres



**INTENSITY:**  
Any!



**MINIMUM DURATION:**  
Must be booked for a minimum duration of 12 weeks

## BUILD YOUR UNLIMITED PACKAGE

	MINIMUM LEVEL REQUIRED	COURSE	LOCATIONS	OUTCOMES
<b>GENERAL ENGLISH</b>	Beginner	General English	All Stafford House Centres	Stafford House Certificate
<b>BUSINESS ENGLISH</b>	Intermediate	Business English	London and Toronto	Stafford House Certificate
<b>TEST PREPARATION</b>	Intermediate and Upper Intermediate	Cambridge Exam Suite IELTS	Toronto and all UK centres All UK and Canada centres	Officially recognised exam certificate <sup>2</sup>
<b>PROFESSIONAL PATHWAYS</b>	Upper Intermediate	Professional Certificates in Marketing, Project Management or Business Management <sup>3</sup>	London and Toronto	Professional Certificates
<b>UNIVERSITY PREPARATION<sup>4</sup></b>	Upper Intermediate	University Preparation <sup>4</sup>	All Canada centres	Admission to one of our university or college partners <sup>5</sup>

<sup>1</sup> Flexible transfer to centres within the original country of booking  
<sup>2</sup> The exam fees are not included in the package price  
<sup>3</sup> These options have fixed start dates see pricelist for 2021 dates  
<sup>4</sup> University Preparation requires Super Intensive schedule  
<sup>5</sup> Must meet university or college level and academic admissions

# PROFESSIONAL PATHWAYS

## BUSINESS ENGLISH

TORONTO | LONDON

## PROFESSIONAL CERTIFICATES

TORONTO | LONDON

**United Kingdom:**



Accredited by the  
**BRITISH COUNCIL**  
for the teaching  
of English in the UK



**CAMBRIDGE ENGLISH**  
Language Assessment

Authorised Centre

**Canada:**

