



# EXPLORE YOUR ENGLISH IN 2022!



## WELCOME!

With the world returning to normal, travel corridors opening up, high vaccination rates in most countries and face-to-face learning a possibility again, we are delighted to be back to what we do best at Stafford House - educating, inspiring and empowering our students through a varied course offering and high quality English curriculum. This year we have some exciting additions to our courses and we can't wait to welcome you to one of our great locations in 2022!

*Carl Robertson, General Manager*

Rest assured we have kept ourselves busy over the last year! It is our continual goal to evolve our courses and teaching methods to offer our students English lessons that capture the imagination and fuel learning long after they have left us. This year we are excited to announce that we have partnered with Macmillan Education to introduce our new digital curriculum, that will be a more convenient, intuitive and engaging way to learn English (see page 2).

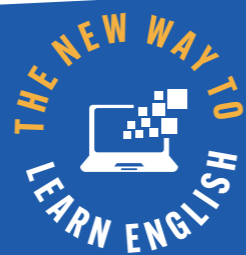
We are also pleased to introduce the 2 week Professional Certificate to London in 2022 (page 4). This new option will offer students greater flexibility in the way they can approach our skills-focused professional courses in Marketing, Business Management and Project Management.

We are also delighted to announce a new addition to our Professional Certificate range with the Bloomberg Market Concepts course. Run in conjunction with CATS College London - giving our students access to the Bloomberg terminals used by the finance sector worldwide. This course will help students gain a competitive edge in business, finance and economics (see page 7).



# OUR DIGITAL CURRICULUM

NEW FOR 2022 - STAFFORD HOUSE HAVE PARTNERED WITH LANGUAGE HUB!



**LANGUAGE HUB IS A NEW MULTI-LEVEL ENGLISH LANGUAGE DIGITAL COURSEBOOK FOR ADULT LEARNERS. LANGUAGE HUB IS DESIGNED TO BE USED ON YOUR PHONE, TABLET OR LAPTOP. SO YOU DON'T NEED A PRINTED COURSEBOOK, YOU JUST NEED A DEVICE AND THE MACMILLAN STUDENT'S APP.**

## HOW IT WORKS

Language Hub is designed to be used in the classroom with your teacher – and also outside the classroom wherever you want. If you have a phone or a tablet, you can use it anywhere. It is intuitive and

easy to learn and you will be shown by your teacher how to use it. All you need to do is make sure you bring a phone, tablet or laptop to every lesson! Language Hub is designed to make learning English as simple as possible. It also helps to build your confidence.

Using an app doesn't mean that you are learning by yourself. The coursebook is designed to be used in class. There are lots of communication and speaking activities with your fellow students.

You will practise your

- Grammar
- Vocabulary
- Reading
- Writing
- Listening
- Speaking

## TOPIC BASED LEARNING

You will study a variety of interesting topics in your classes. There are lots of engaging and topical videos to watch and you can also read newspaper articles from The Guardian newspaper. This will help you to learn and put into practice real-world English.

Every lesson starts by telling you what topic you are going to study and at the end of each lesson is a speaking exercise. This will help you to practise what you have learnt. There is also a sitcom series for you to watch – “Café Hub” which will explore

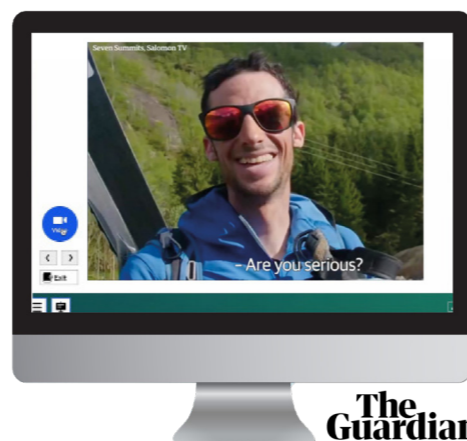
using your English in real-world situations.

There are many extra exercises you can do in your own time, outside of your lessons and your teacher will give you regular homework on the app. You complete your homework on your phone or device, meaning you can do it anywhere – even on the bus!

All Stafford House students also have access to a large variety of e-books. E-books are digital books you can read on your phone, tablet or laptop. Your teacher will show you how to find books at the right level for you.

When you come to Stafford House you get the Language Hub course and the e-books. There is a lot to study both in class and in your own time. It is everything you need for English success, in your hand. What's more, these books are yours to keep!

The app provides authentic video content and articles from The Guardian newspaper helping students with real world English



## E-BOOKS

As you progress through your English learning with Stafford House you will gain access to a large library of e-books suitable for your current level. You will gain 12 months access to materials with each new level, meaning you can continue your English learning long after you have finished your classes. E-books include over a hundred well known literary titles. **Students who read, succeed!**



## DIGITAL BOOK & WORKBOOK

The Digital Student's Book offers students instant access to interactive activities, videos, audio and quick links to explanations and further practice. The Digital Workbook helps students to consolidate their knowledge through a range of interactive activities.

## APP SUPPORT

The Macmillan Student's App provides learners with over 300 interactive activities designed to offer quick and flexible grammar and vocabulary practice. Through the app student's can access video and audio materials for the course.



## MACMILLAN LANGUAGE HUB



Language Hub has six levels\* and is designed to make learning English more interactive, intuitive and fun! It promotes effective communication and helps to build confidence with regular opportunities for meaningful practice. It provides students with a wide range of flexible learning tools that allow them to take part in classes in any learning situation.



\*Level 7 (Proficiency) students will have a different digital coursebook

# 2 WEEK PROFESSIONAL CERTIFICATES

**NEW FOR 2022! SKILLS-FOCUSED 2 WEEK BUSINESS CERTIFICATES IN MARKETING, PROJECT MANAGEMENT, AND BUSINESS MANAGEMENT.**

**STAFFORD HOUSE IS NOW OFFERING GREATER FLEXIBILITY TO OUR INDUSTRY RENOWNED PROFESSIONAL CERTIFICATE PROGRAMME WITH THE INTRODUCTION OF 2 WEEK COURSES.**

## HOW IT WORKS

Our project based Professional Certificates programme gives students a unique learning experience to improve their business skills and learn new strategies to enhance their 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 students for the challenges faced in the business world today.

Students will explore business concepts and apply English skills to team projects and case studies in three main business subjects and will learn from experienced teachers, local business leaders and entrepreneurs as they share their experience and insight into the business world.

## COURSE FEATURES

- Develop English communication skills in authentic business situations
- Learn from experienced business teachers
- Focus on communication, presentation and teamwork skills
- Gain experiences that reflect the modern workplace
- Undertake team 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



## OUTCOMES

- 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

## COMPANY VISITS AND NETWORKING EVENTS

Each certificate includes either a company visit, networking event or a guest speaker. Local start-ups, successful entrepreneurs and established business leaders give inspiring talks and answer questions



about a specific business topic such as how their business overcomes challenges and what it takes to succeed in the current business climate.

Previous visits have included:

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

## GUEST SPEAKERS

Previous guest speakers have included:

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

**TIP- ADD PROFESSIONAL SKILLS MODULES SUCH AS LEADERSHIP IN ACTION, BUSINESS WRITING OR PRESENTATION SKILLS TO YOUR COURSE FOR EXTRA INSIGHTS AND PROFESSIONAL DEVELOPMENT!**



## PROFESSIONAL CERTIFICATES (2 WEEKS)

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CERTIFICATE DATES	<p><b>MARKETING I</b> 2022: London: 03 Jan, 28 Mar, 04 July, 26 Sep</p> <p><b>MARKETING II</b> 2022: London: 17 Jan, 11 Apr, 18 July, 10 Oct</p>	<p><b>PROJECT MANAGEMENT I</b> 2022: London: 31 Jan, 25 Apr, 01 Aug, 24 Oct</p> <p><b>PROJECT MANAGEMENT II</b> 2022: London: 14 Feb, 09 May, 15 Aug, 07 Nov</p>	<p><b>BUSINESS MANAGEMENT I</b> 2022: London: 28 Feb, 23 May, 29 Aug, 21 Nov</p> <p><b>BUSINESS MANAGEMENT II</b> 2022: London: 14 Mar, 06 Jun, 12 Sep, 05 Dec</p>
FOCUS	Learn the skills and strategies necessary to succeed in today's interactive world. Students will receive tools for evaluating, developing, and delivering a marketing plan, using a heavy emphasis on problem-solving approach. Special emphasis will be placed on the impact of global/digital marketing, social media and e-business.	Learning a comprehensive overview of project and general management skills and all the necessary steps from initiating a plan to executing a project.	Learning current management practices within an application environment. Students will draw upon prior learning and working experience and become familiar with success strategies for managing not just a business, but also people.
CASE STUDIES	Unilever, Barclays, Hoover, Harley Davidson, Innocent, Amazon, Pepsi Cola and more.	Baldwin Water Works; Colorado Parade, Denver Runaway, New Zealand Wind Farm, China Telecom, Marriott Bedding; and more.	Trader Joe's; HP; Dyson; Microsoft; State Farm Bank; Ethics in Action; Starbucks; GE; and more.

## PROGRAMME

The three separate programmes – Business Management, Project Management, and Marketing – are highly intensive, and include a variety of teaching methods and media such as class discussions, simulations, case studies, presentations, guest speakers, and final projects.

Using real-world scenarios and authentic content to present, analyse, and understand the business concepts in English, the Professional Certificates classes are perfect for both experienced professionals who want to enhance

their knowledge in English and students who are new to their careers and want to improve their English language skills and expand their professional experience.

## EXPERIENCED TEACHERS

Experienced and dedicated teachers bring professional experience from the workplace to dynamic lecture-style, content-based lessons featuring the latest business theories and practices taken from real business cases and situations.



## KEY COURSE FACTS

**LOCATIONS:**  
UK: London

**MINIMUM LEVEL**  
Upper Intermediate

**LESSONS:**

- Standard (20 Professional Skills lessons)
- Intensive (20 Professional Skills lessons + 5 module lessons\*)
- Super Intensive (20 Professional Skills lessons + 10 module lessons\*)

SAMPLE PROFESSIONAL CERTIFICATE TIMETABLE**					
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9.00AM - 10.30AM	Professional Certificate CORE Course				
10.50AM - 12.20PM	Group work: Project plan				
	Lunch				
1.30PM - 3.40PM	*Module Lessons				Free Afternoon

\*Add other English modules such as Presentation Skills or Leadership in Action for an Intensive or Super-Intensive course.

\*\* Core classes may be run in the morning or afternoon, depending on the time of year.

“ I work in a School of Business in Sao Paulo, and I work with marketing and social media and I wanted to have an experience abroad, so I thought first about studying English but then I thought I can study something that I already have an interest in and also learn more English. It's super important for me to have at least a basic knowledge of marketing, to be more confident but to know what I'm doing when I'm working. My teacher has a lot of experience in advertising agencies but he also worked in other countries like Denmark and the Netherlands. I think it's the whole package - coming here I can have the experience I wanted to study abroad, meet new people, but also learn English and gain new knowledge of something that I'm certain I will use in the future! ”

Beatriz, Brazil. Taking Marketing Professional Certificate in London



# PROFESSIONAL CERTIFICATE -BMC

CATS COLLEGE HAS  
THE ONLY  
BLOOMBERG  
BUSINESS  
TERMINAL  
IN EUROPE

NEW FOR 2022! COMPLETE THE BLOOMBERG MARKET CONCEPTS CERTIFICATION WITH STAFFORD HOUSE LONDON, RUN IN CONJUNCTION WITH CATS COLLEGE

IF YOU ARE LOOKING FOR A COMPETITIVE EDGE IN BUSINESS, FINANCE AND ECONOMICS AND YOU WANT TO DEVELOP YOUR BUSINESS AWARENESS, SKILLS AND EXPERIENCE THIS IS THE COURSE FOR YOU!

On this challenging course you will complete the Bloomberg Market Concepts certification (BMC), a course that will give you a solid foundation on a Bloomberg Terminal used by investment bankers all over the world.

## COURSE OVERVIEW

Studying to use the Bloomberg Terminal computer software system, designed

for professionals in the finance sector to monitor and analyse real-time financial market data- this course is a fantastic opportunity to work with this world-renowned system. Participants will explore a variety of different elements of business including marketing, management, leadership and ethics. Students will study to gain the BMC (Bloomberg Market Concepts) qualification.

## OUTCOMES

- Complete the Bloomberg Market Concepts certification
- Increase your awareness of the Bloomberg Terminals and their functions
- Develop your understanding of how markets work
- Connect economic theory to practical investment applications

## COURSE DATES

**Duration:**  
4 weeks

**2022 start dates:**  
3 Jan, 31 Jan, 28 Feb, 28 March, 25 April, 23 May, 4 July, 1 Aug, 29 Aug, 26 Sep, 24 Oct, 21 Nov

**Topics:**  
**Week 1:** Economic Indicators  
**Week 2:** Currencies  
**Week 3:** Fixed Incomes (Bonds)  
**Week 4:** Equities



## BMC QUICK FACTS



**SPECIAL FEATURES:**  
Gain practical skills using a Bloomberg Terminal computer software system designed for finance professionals

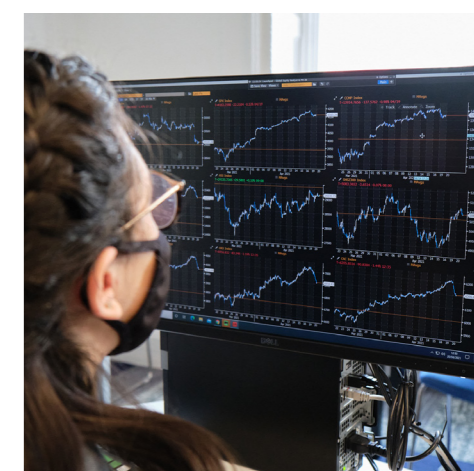


**LESSONS:**  
Course length - 24 hours  
Evening programme: 18.30 - 21.30, Mondays & Wednesdays for 4 weeks.

**LOCATIONS:**  
UK: London  
Run in conjunction with CATS College

**MINIMUM LEVEL**  
Upper Intermediate

**AGE**  
18+



# GET IN TOUCH! WE'D LOVE TO HEAR FROM YOU

## Enquiries and Admissions

Stafford House Admissions  
Stafford House Admissions  
CATS Global Schools, Suites 6-7,  
The Turvill Building, Old Swiss,  
149 Cherry Hinton Road,  
Cambridge, CB1 7BX

T: +44 (0)1223 341333  
E: [admissions@staffordhouse.com](mailto:admissions@staffordhouse.com)  
[www.staffordhouse.com](http://www.staffordhouse.com)

## Overseas offices:

Brazil  
Colombia  
China  
Dubai  
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# FUTURE

