

# DROFESSIONAL PATHWAYS



YOUR ROUTE TO PROFESSIONAL Excellence With Stafford House



USA | CANADA | UK

# **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, USA 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!



66 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 and our Career Preparation Activity. No matter your goals, my team and I are here to help you on your professional pathway and we can't wait to help you achieve! **99** 

Leigh McIntyre, Deputy Sales Director

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### **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

MAKE YOUR CV MORE COMPETITIVE WITH EXPERIENCE OF AMERICAN. **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 AMERICAN. 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!** 

ENGL



### **READY TO STUDY PROFESSIONAL PATHWAYS?**

TAKE OUR ONLINE ACADEMIC **ENGLISH TEST TO FIND OUT YOUR ENGLISH LEVEL** 

WWW.STAFFORDHOUSE.COM/ ACADEMIC-TEST

**66** After taking Professional Certificates in Marketing and Advertising, I did Career Preparation Activity (CPA) along with Business English. I decided to take CPA in order to gain knowledge of business, get experience in an American company, and have the opportunity to talk with native speakers. At Blackstone Group, I worked on a wide range of tasks related to my major in accounting along with learning how business projects work from beginning to end. 77

Ryohei, Japan Professional Certificates. Business English, Career Placement Activity at Blackstone Group, San Francisco

# **USINESS 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**

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 negotiatings, as well as writing business emails and CVs or resumes.

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

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

#### 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.

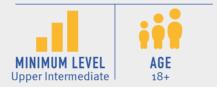
#### **BUSINESS CULTURE |B2-C2**

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 LOCATIONS **START DATE USA:** All Centres Any Monday Canada: Toronto Only UK: London Only



In-Class Clock Hours Essential: 15 clock hours per week\* Standard: 19 clock hours per week Intensive: 23 clock hours per week Super Intensive: 27 clock Hours per week\*\*



\*US and Toronto only \*\*Toronto and London only

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

Standard and Intensive schedules in the US require an F-1 visa

### 

**66** 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, Chicago

# **BUSINESS ENGLISH FOR CORPORATE CLIENTS**

WHATEVER YOUR BUSINESS ENGLISH **NEEDS WE CAN CREATE TRAINING FOR YOU** 



## 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 vour experience is tailored to your needs and expectations.



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.

# **ROFES**SIONAL 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.

### **COURSE FEATURES**

- Experienced business teachers
- Focus on communication, presentation and teamwork skills

## WHO IS IT FOR?

- Experienced professionals wanting to develop international business
- 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

### **66** 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 due to the proximity of the school and the classroom focus on these sectors. I enjoyed the final presentation task where I learnt how to present in English in front of an audience. **99** 

Tadashi, Japan Professional Certificates San Francisco

- Gain experiences that reflects the modern workplace
- Team based projects
- Company visits and guest speakers

## **OUTCOMES**

- A Professional Certificate from Stafford House
- Final business presentation and
- Experience working as part of a multicultural team Networking skills and new

### 

**66** I studied for my professional certificate, as I wanted to learn more about marketing. I am currently preparing to study Master's degree in the US, 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, San Diego

### **PROFESSIONAL CERTIFICATES FACTS**

**CHOOSE FROM 3 MODULES** 

- MARKETING
- PROJECT MANAGEMENT • BUSINESS MANAGEMENT ... OR ALL THREE!

### LESSONS

- Essential (15 hours of Professional Skills lessons) **Standard** (15 hours of Professional Skills lessons
- + 4 hours of module lessons\*)
- Intensive (15 hours of Professional Skills lessons
- + 8 hours of module lessons\*)
- Super Intensive\*\* (15 hours of Professional Skills lessons + 12 hours of module lessons\*)



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

**iP** 

AGE

18+

\*\*London & Toronto only

## **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.

### **COMPANY VISITS** AND EVENTS

Previous examples have included:

### COMPANIES AND ORGANISATIONS:

- General Assembly
- Boda Borg
- Gillette
- Trapology
- MIT

- Kirstein Business Library • WeWork
- Shoobox Startup Series

EVENTS:

• HubWeek

- Westfield Shopping Centre









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

**66** 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. **99** 

Vinicius, Brazil Professional Certificates x 3, Boston

## **CHOOSE FROM 3 PROFESSIONAL CERTIFICATES** ... OR STUDY ALL 3!

### **BUSINESS** MANAGEMENT

#### Duration: 4 weeks

#### **Student Outcomes:**

- Understand different types of business structures, business environments and economic realities
- Understand organisational control, management tools, business management styles and practices
- Develop strategic and tactical planning techniques

### SAMPLE SYLLABUS\*

#### Week 1

- The Management Process Today
- History of Management • Values, Attitudes, Emotions and Culture: The Manager as a Person

Student Deliverables: Students are given project instruction for preparing their final reports on a selected company through applying course based knowledge

#### Week 2

- Planning, Strategy, and Competitive Advantage
- Designing Organisational Structure; Control, Change, Entrepreneurship
- Operations Management

#### **Student Deliverables:** 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

#### Week 3

- Leaders and Leadership
- Communications and IT
- Decision Making, Learning, Creativity,
- and Entrepreneurship • Presentation Best Practices and Tips

**Student Deliverables:** Students introduced to motivation and leadership: Deliver a presentation on effective leadership

#### Week 4

- Global Marketing
- Final Presentations
- Final Project Team Papers
- Final Exam

### PROJECT MANAGEMENT

#### Duration: 4 weeks

#### **Student Outcomes:**

- Understand key project management concepts and practices • Understand a range of management
- styles
- Develop project management planning techniques

### SAMPLE SYLLABUS\*

- Week 1
- Defining Project Management
- Project Management Skills • Organising and Managing People
- Communicating.
- Initiating the Project
- Meet Stakeholders

#### Student Deliverables: Students research project management certification for selected projects and present their findings to the rest of the group

#### Week 2

- Agree on Deliverables • CSFs
- Work Breakdown Structure
- Project Team
- Contracting for Resources
- Risk Planning and Risk Management

#### Student Deliverables: Students develop a mock Communications Plan for a selected project

#### Week 3

- Project Schedule
- PFRT
- Critical Path
- Budgeting and Estimating
- Project Team Negotiating and Problem Solving

#### Student Deliverables: Students develop a mock Quality Plan for a selected project

- Week 4
- Change Process
- Documenting Lessons Learned
- Sign-off Documentation
- Final Presentations
- Final Project Team Papers
- Final Exam

# MARKETING

#### Duration: 4 weeks

#### Student Outcomes:

- Understand key marketing concepts and practices
- Understand a range of marketing styles
- Develop strategic marketing planning techniques
- Develop a strategic marketing plan in the English Language

### SAMPLE SYLLABUS\*

- Week 1
- Define Marketing
- Designing Customer-Oriented Marketing Strategies.
- The Art and Science of Satisfying Customers
- Social Media: Living in the Connected World

Student Deliverables: Course expectations set, prepare and present a strategic plan for a selected product, as a written paper and an oral team presentation

#### Week 2

- Global Marketing
- Market Segmentation
- Targeting and Positioning.
- Product and Service Strategies
- Integrated Marketing Communications
- Advertising and PR

Student Deliverables: Students make final decision for their product. Design and conduct an online survey for potential consumers. Field research task

#### Week 3

- Retailers, Wholesalers, and Direct Marketers
- Pricing Strategies

Student Deliverables: Students create a fictional company and decide on factors needed that would allow the company to expand to a foreign country

#### Week 4

- Final Presentations
- Final Project Team Papers
- Final Exam

COURSE

the host ompany and learn about American

WEEK 3

STANDARD OR INTENSIVE

#### \*Actual syllabus may differ between each school location

# AREER PREPARATION ACTIVITY **PROFESSIONAL EXPERIENCE IN AN AMERICAN COMPANY**

Stafford House offers you a global professional experience with the Career Preparation Activity. Develop your resume and interview skills and progess with confidence towards your career goals by spending time in an American company.

### **HOST COMPANY PLACEMENTS\***

• Practice English with American

colleagues and experience an

• Learn industry-specific vocabulary

and the casual English used in the

• Apply your skills and knowledge to

host company projects and tasks

**COURSE STRUCTURE** 

WEEK 1

with the CPA

WEEK 2

placement

and resume

we do not promise placements in specific areas or companies.

authentic work environment

BENEFITS

workplace

Placements are in small and medium sized host companies, start-ups, and even a few well-known brand names, but the most important factor is that you are involved in meaningful company activities and tasks where you learn from business leaders. In these carefully chosen companies, you will practice speaking English with American professionals, increase your confidence and boost your professional development.

OUTCOMES

Activity certificate

#### • Stafford House Career Preparation

• A Reference Letter from an American host company (if activity placement requirements are met) • Learn interview skills and build confidence for your placement and future iob searches







MINIMUM LEVEL Upper Intermediate

**STUDENT VISA** 

REQUIREMENTS

AGE

181

F1 Student Vis



PLACEMENT AREAS **Business Administration** Marketing Sales Social Services (NGO) Hospitality

**66** I chose to participate in CPA because I felt the need to get more experience about how companies in the US operate and to improve my overall knowledge of business English. My favorite experience was assisting in one of the events the company held with a guest speaker where I gained tonnes of knowledge on different topics. My supervisor was extremely professional with a wide knowledge about pretty much everything so I learnt a lot from her! **??** 

Mario, Venezuela Entrepreneurs Organisation Business Admin, Marketing and Public Relations

# **CPA SAMPLE HOST COMPANY DIRECTORY\***

ecialises in tours for ork and Boston

er language institutes

Our Career Placement Advisors work

to match you with an American host

company according to your interests

and abilities, so you can have a great

experience that will benefit your

future career!

### BOSTON

Hosteling International	Hospitality	A market leading chain of international hostels characterised by stylish branding
ISX World	Tourism	A tour company that specialises in tours for young people in New York and Boston
Dress for Success	Fashion	A globally recognised, boutique-style store that exists to empower women
ROLA Languages	Education	One of Boston's premier language institute

Fuksa Khorshid, LLC	Law	Students here will help with event planning, writing blogs, working on social media platforms and learn about the law industry
Global Citizenship Experience	Education	Students interact with high school students, allowing them to get a lot of practice speaking English
Imerman Angels	NPO Health	Students get involved at this busy office with a variety of fundraising activities
La Casa Norte	NPO Housing	Nonprofit organisation that serves youth and families to provide stable housing and transform communities
Tenzan Capital	Business & Finance	Proprietary trading company where students learn market indicators and work with financial software

### SAN DIEGO

	Media Arts Center: Digital Gym	Marketing	Independent cinema and media lounge devoted to engaging the community in self- expression through creative arts
	San Diego Women's Museum	NPO Education	Educates and inspires current and future generations about the contributions of womer through exhibits
	Residence Inn by Marriot	Hospitality & Tourism	Popular all-suite hotel with an excellent reputation and a great placement environment
	Young At Art	Education	A delightful, private art school for children providing a fun, engaging placement in whic students can improve their English
	Bread and Cie	Hospitality	A busy, welcoming restaurant and bakery. An ideal place to practice and improve Englis skills, and meet native English speakers.

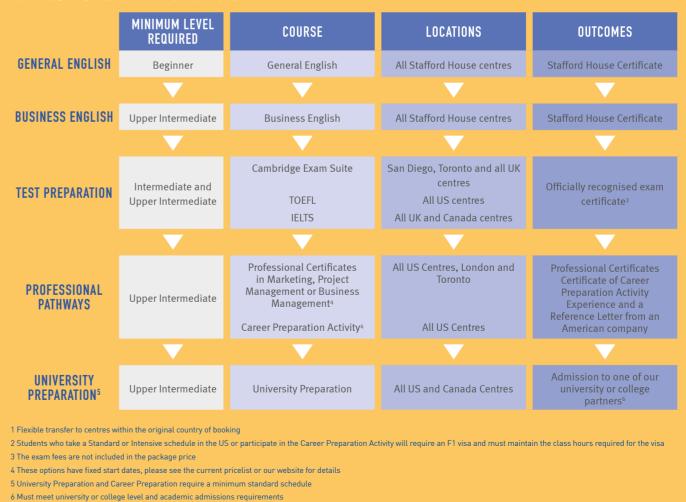
	Mosser Hotel	Hospitality	A stylish and successful family run hotel near Union Square
	BMW	Business Admin	This local neighborhood BMW dealership offers students the chance to experience an office environment or the parts warehouse
	California Welcome Center	Hospitality and Tourism	Provides local tour and visitor information, students have the opportunity to meet and interact with tourists from all over the world
	D-Structure	Sales & Marketing	A clothing label, with its headquarters and flagship store in San Francisco. DSSF's mission is to bring together like minded individuals
	Community Tech Network	Social Services	NGO that assists senior citizens with using technology. Students find this to be a very rewarding experience and get many opportunities to practice their English
	Tax Aid	Business Admin	A charity that offers up-to-date information and tax advice on tax matters to individuals on low and modest incomes
	Golden Gate Power	Business Admin	Company that promotes renewable energy through the installation of solar panels
	Meals on Wheels of SF	Social Services	Provides meals to homebound seniors in the city. Students looking to include social work in their CPA placement would enjoy participating with this company
	ArtSpan	Business Admin	Small non-profit that promotes art and local artists to enrich and educate the public
	Sunhee Moon	Sales & Marketing	A local clothing brand that promotes mostly American fabrics. Perfect for a student who wants to be involved in shaping the SF community
	SF Travel	Tourism	Specialises in tours for those looking to get to know San Francisco. Students who are eager to practice their speaking skills would thrive with this placement
	U.S. China Law Counsel	Business Admin	Small law office offering services to small and medium sized companies in SF
	Temptime	Business Admin	Boutique employment/staffing firm providing temporary work positions around the Bay Area

# **NLIMITED 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!1

Includes any schedule, any intensity.<sup>2</sup> General English, Business English, Test Preparation, University Preparation courses, University Placement Service Fee and Registration Fee. Free upgrade to Professional Certificates and the Career **Preparation Activity.**<sup>4</sup>

### **BUILD YOUR UNLIMITED PACKAGE**



\*These are sample host companies, students taking CPA will be placed in a host company not necessarily listed in this brochure



**CHOOSE ANY COUNTRY ANY COURSE ANY INTENSITY<sup>2</sup> ANY CENTRE** 

LOCATIONS: All Centres



12 **MINIMUM DURATION:** 

Must be booked for a minimum duration of 12 weeks



# **PROFESSIONAL PATHWAYS**

## **BUSINESS ENGLISH**

BOSTON | CHICAGO | SAN DIEGO | SAN FRANCISCO | TORONTO | LONDON

## **PROFESSIONAL CERTIFICATES**

BOSTON | CHICAGO | SAN DIEGO | SAN FRANCISCO | TORONTO | LONDON | BRIGHTON

# **CAREER PREPARATION ACTIVITY**

**BOSTON | CHICAGO | SAN DIEGO | SAN FRANCISCO** 

United Kingdom:



USA:









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