

New Edition



# INTERNATIONAL BUSINESS COMMUNICATION



Kingsway English Centre  
Business and Professional English Courses

ENGLISH 

Accredited by the  
  
for the teaching  
of English



# WELCOME TO KINGSWAY

**If you're a business professional looking to improve your English communication skills, you can be sure of the perfect solution at Kingsway English Centre.**

As one of the top English schools in the country, we have a reputation for providing high quality tuition for motivated, professional people.

We pride ourselves on being a small school, with around 20 students studying with us each week. We create a warm and friendly atmosphere and provide all the facilities that you'd expect within a professional business environment.

All of our courses have been designed for mature adults who need to improve their English for professional, business and social purposes.



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## Kingsway's Academic Philosophy

When it comes to speaking a foreign language - confidence is key.

It is our aim to help you to communicate effectively in English. We therefore take the emphasis off grammar and prioritise speaking and listening skills instead. We also have a thorough and systematic approach to pronunciation as this is a crucial component of effective oral communication.

We don't believe in correcting every minor mistake that you make. It doesn't matter if your grammar isn't perfect as long as you have been understood! Once you realise that it is ok to make mistakes, your confidence will grow and you will notice a significant improvement in your language skills.

Unlike some English schools, we don't believe in using set course books. Instead, our teachers tailor each lesson to your needs and objectives, incorporating relevant, topical and interesting materials that we have created.



## INTRODUCING RICK AND SUE - KINGSWAY'S FOUNDERS

Kingsway was established by Sue and Rick Johns in 1988. Having built up the business, they are still the owners today, taking great pride in delivering quality English courses for professional people.

Sue is a well qualified and experienced teacher and was chair of national organisation BEUK (Business English UK) for 3 years. Rick is an engineer with considerable business experience and he is also regional organiser of English UK Central. In bringing their skills together they have created a vibrant language school that offers the highest level of quality both in terms of tuition and experience.



## ABOUT KINGSWAY ENGLISH CENTRE

**Kingsway English Centre is based in a traditional 18th century building in Worcester City Centre.**

Choose to study at Kingsway and you'll experience top of the range facilities in a historic building that has been tastefully modernised to provide a light, airy and comfortable environment in which to study.

### Professional facilities

We appreciate that most business people will have ongoing work commitments whilst studying with us, so we maintain a good working atmosphere throughout the school with a number of 'quiet study areas' for you to use.

Our facilities have been designed for professional people and include:

- ◆ Well equipped training rooms that have been specifically arranged to accommodate 1:1 sessions or small group sessions.
- ◆ Free wi-fi access throughout the school should you want to access the internet from your own computer to stay on top of work emails.
- ◆ Plenty of computers and an internet cafe for you to use during school opening hours.
- ◆ A lending library full of materials and resources which you are free to use. Our staff can help you to select the most appropriate material for your development needs.
- ◆ A self access room full of interactive learning materials that we have developed to complement your lessons.
- ◆ A book buying service with a small selection of books available for you to purchase at the school - helping you to get the best books at a good price.

Experience top of the range facilities in a historic building that has been tastefully modernised.



# KINGSWAY ENVIRONMENT

**Kingsway is not part of a global chain. It is a small, independent school run by a team of dedicated professionals.**

We offer Business English communication courses for mature adults so you will enjoy a professional environment, and you'll be studying with other business people who have similar interests and objectives.

We don't accept teenagers - the minimum age that we take is 21 and the average age of our students is 40 so you can expect to meet students with similar levels of maturity.

In an average week we have just over 20 students of various nationalities studying with us. They come from all business sectors, but examples include banking and finance, engineering, international sales and marketing, universities and education, and the oil and gas industry.

If you choose one of our Business Group courses you'll enjoy friendly class sizes with a maximum of 4 participants. Everyone is on first name terms and we insist on English being spoken at all times (even out of class), so everyone can communicate and join in.

We have a relaxed dress code and encourage students to wear whatever they feel most comfortable in.



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and we insist on English being spoken at all times so  
everyone can communicate and join in.



## Relax and learn

We believe that the way in which you spend your free time during your course is almost as important as the tuition itself, giving you the opportunity to increase your confidence and develop your conversational skills.

We provide free hot and cold drinks for students to enjoy during break and lunchtime. You can choose to relax with your fellow students in our communal lounge or, weather permitting, our typically English courtyard garden. We also organise a full programme of social activities for you to enjoy. See page 14 for more details.

## The Kingsway Team

We employ a team of well motivated and enthusiastic individuals who love working with business people from all over the world.

We have an exceptional staff to student ratio and a dedicated teaching supervisor on hand throughout the entire day so we are always in a position to tailor our tuition to meet your objectives.

As most business people have tight deadlines in which to achieve very specific objectives, we want you to spend as much time as possible focussing on your studies. To enable this, we employ a team of non-teaching staff who work to ensure that every part of your stay runs smoothly.

This team includes a Student Services Manager who will arrange your accommodation and take care of your general well-being during your stay. Examples include helping you to hire a car or booking a doctor's appointment. We also have a dedicated Social Manager who organises a programme of social activities so that you can take some time out to relax and explore in your free time. They will take care of all arrangements on your behalf so you really do get to make the best use of your time.

Our staff enjoy spending time with our students and you'll often find that they will join you for a sociable coffee during break and lunchtimes, when they'll be happy to answer any questions that you may have.

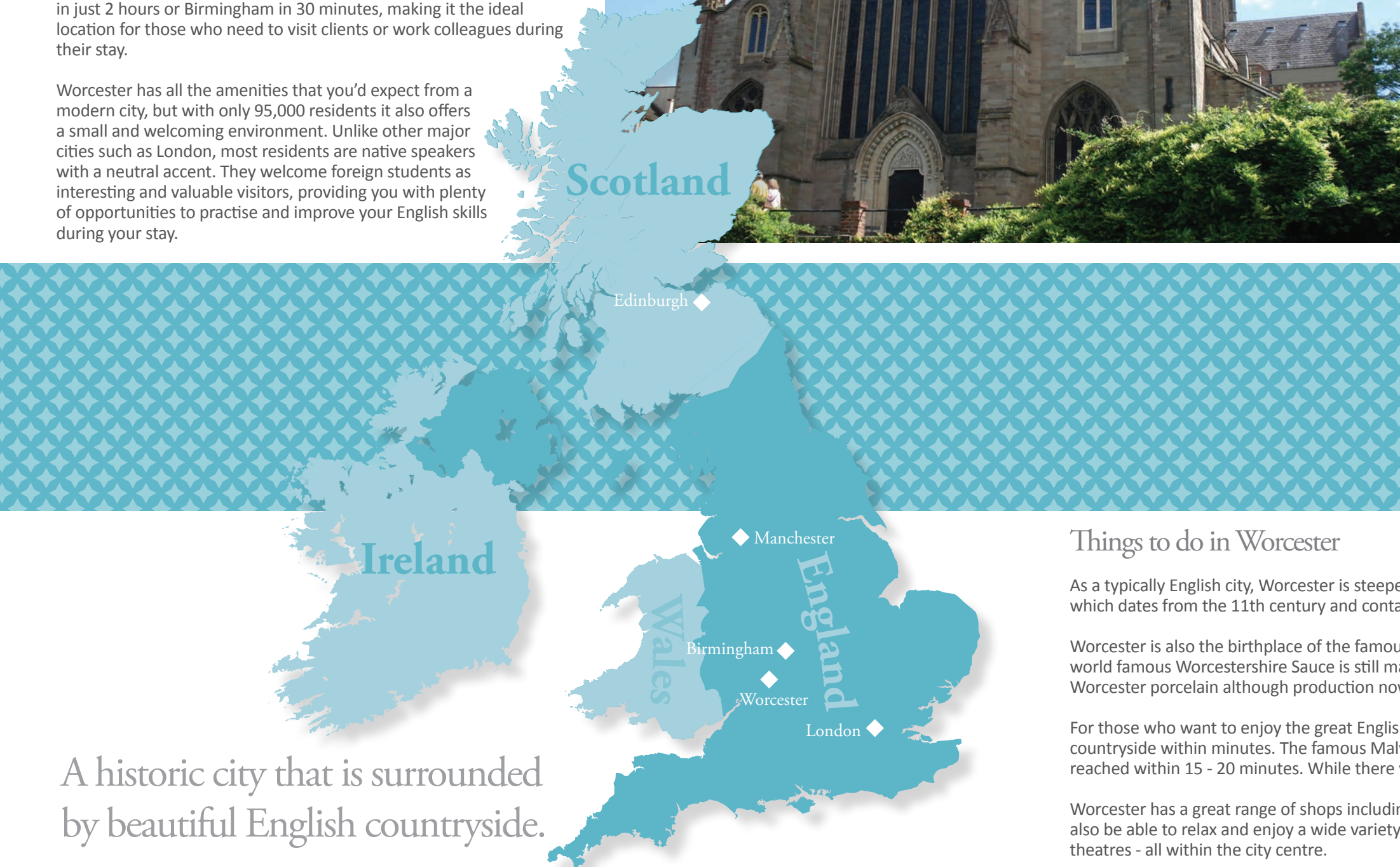


# STUDYING IN WORCESTER

**Choose Kingsway and you'll be studying in the beautiful cathedral city of Worcester.**

Located in the very centre of England, Worcester has good transport links so it is easy to get to from any UK airport. You can reach London in just 2 hours or Birmingham in 30 minutes, making it the ideal location for those who need to visit clients or work colleagues during their stay.

Worcester has all the amenities that you'd expect from a modern city, but with only 95,000 residents it also offers a small and welcoming environment. Unlike other major cities such as London, most residents are native speakers with a neutral accent. They welcome foreign students as interesting and valuable visitors, providing you with plenty of opportunities to practise and improve your English skills during your stay.



A historic city that is surrounded by beautiful English countryside.

## Things to do in Worcester

As a typically English city, Worcester is steeped in history. The main point of interest for most tourists is the cathedral, which dates from the 11th century and contains the tombs of King John (d.1216) and Prince Arthur (d.1502).

Worcester is also the birthplace of the famous British composer Edward Elgar who was born in the city in 1857, and the world famous Worcestershire Sauce is still made at the Lea and Perrins factory in the city. Worcester is famous for Royal Worcester porcelain although production now takes place in China.

For those who want to enjoy the great English outdoors, you can take a break from the city and escape to the countryside within minutes. The famous Malvern Hills, which offer breathtaking views and popular walks, can be reached within 15 - 20 minutes. While there you can also visit the Morgan Motor Company!

Worcester has a great range of shops including popular chain stores and small independently owned boutiques. You'll also be able to relax and enjoy a wide variety of restaurants, coffee shops, pubs, clubs, live music venues, cinemas and theatres - all within the city centre.



# CHOOSING THE RIGHT COURSE

**We offer a range of Business English communication courses that focus on some of the most common business situations.**

Our courses are for mature adults who need to improve their communication skills for professional, business or social purposes. And very often a combination of all three!

Our aim is to improve your English with a range of speaking and listening skills so you can communicate confidently and pro-actively in a business environment. We also offer specialist support to improve your pronunciation.

We can tailor our courses to meet your needs but most fall into the following categories :

## Business Group Course

A full-time group course with a maximum of 4 in the group. The course is well balanced and covers general business communication skills needed by most people in their workplace.

## Business Combination Course

This combines the Business Group Course with one-to-one lessons. During these lessons you can focus on the particular language you need for your job, which is perfect if you have specific objectives.

## General & Business Group Course

If you need to improve both general and business English this is the perfect choice. You will spend half your time on the General Group Course (max. 6) and the other half on the Business Group Course (max. 4).

## One-to-One Course

A full-time 1:1 individual course. This gives you complete focus on you and your needs. Your tutor will agree your programme with you at the start but it will remain flexible to your needs.



## Powerpack Weekends

For those very short of time and under pressure to meet demanding targets we can offer 1:1 tuition over a Saturday and Sunday. This can be taken on its own or added to one of our standard courses.

## Management Training

You can include 1:1 sessions with our very popular management trainers. By liaising closely before your course we ensure we have the right kind of expertise available - HR, sales, etc.

## Length of study

How long you stay with us depends on your starting level and what you want to achieve.

Most students take a week to settle in to the language so, unless you have a very high starting level, we advise staying for at least two weeks.

The maximum course length for Business Group courses is 4 weeks, with most students staying between 2 and 4 weeks.

To view our full range of courses, including course fees, please visit [www.kingsway-english.com](http://www.kingsway-english.com)

Everyone has their own needs and learning style.  
That's why we offer a range of different courses.





# STUDYING AT KINGSWAY

Kingsway English Centre opens at 08h00 Monday to Friday. We close at 18h00 Monday to Thursday and at 17h00 on Friday. Public holiday opening times can be found on our website.

During these hours all facilities are open to students, including the internet cafe, self-access rooms, and our library - helping you to balance your studies with your work commitments.

The lesson times are shown below, and we have the following break times where you can enjoy free tea, coffee and biscuits:

◆ Lesson 1	09h00-10h30
◆ Morning Coffee Break	10h30-10h45
◆ Lesson 2	10h45-12h15
◆ Lunch Break	12h15-13h30
◆ Lesson 3	13h30-15h00
◆ Afternoon Tea Break	15h00-15h15
◆ Lesson 4	15h15-16h45
◆ Study Period	16h45-18h00 (except Friday)

At Kingsway we talk about 'lesson hours' and not the number of lessons, so you know exactly what you are getting for your money.

Every Monday from 17h00-17h45 we have a pronunciation class for all new arrivals (and any existing students who want to attend) at no extra cost.

Every week we have a 'welcome' lunch so that old and new students can get to know each other – all included in your course fee. Please see page 15 for more details.

The Kingsway rule - English is spoken at all times  
- even during break times!



## Added value at Kingsway

Regardless of which course you decide upon, all students get the following at no additional cost:

- ◆ **A welcome lunch every week** so you can get to know the other students in a relaxed environment.
- ◆ **A 30 minute online welcome session via Skype / web conferencing** before your course begins. This helps us to assess your needs so we can plan your tuition accordingly, and introduces you to a member of the Kingsway team so you'll be greeted by a familiar face when you arrive.
- ◆ **A 45 minute introductory pronunciation class.** We incorporate pronunciation into every class, but we also provide a dedicated class at the start of your course.
- ◆ **Five hours of supervised self-study each week.** Once lessons are over for the day, continue your studies with our interactive self study programmes, complete your homework, or prepare for the next day of lessons. During this time, a teacher is on hand to provide additional teaching support.
- ◆ **Use of all facilities including** the internet cafe, self-access rooms and library during school opening hours.
- ◆ **The services of our Social Manager** who organises a whole range of cultural and leisure activities. You will pay just for any activities that you participate in.
- ◆ **An end of course tutorial** which includes the development of a Personal Action Plan to help you continue with your English after Kingsway.

## Continue your studies with Kingsway

As with most skills, it is important to use them regularly or you'll lose them.

We have our very own e-learning team who deliver one-to-one sessions via web-cam for those wanting to practise their English and reinforce the skills and techniques they learnt whilst studying at Kingsway.

These flexible sessions can be organised around your work schedule. A Kingsway teacher will help you continue to develop your speaking and listening skills.

Supplementing your course with these sessions is a great way to boost your skills and keep your English on track. Many students also use them to provide instant help with specific day to day work tasks such as preparing for a meeting or presentation or writing a report.

As our teachers incorporate general business skills into their tuition, they can also help you to solve work related issues in English, or gain interview skills to progress your career.

All students who participate in our e-learning programme have their own dedicated online account, where the teacher will add useful resources and materials for you to access at your convenience.





# THE KINGSWAY SOCIAL PROGRAMME

**Make the most of your free time and visit local and national tourist attractions with the Kingsway Social Programme.**

Many business students want to take advantage of their time in England by visiting popular tourist attractions and soaking up the English culture.

We have therefore developed an interesting and popular social programme that caters for mature professional people and is the envy of many other language schools!

Organised and delivered by our own Kingsway team, the programme offers 2 evening activities during the week, such as 10-pin bowling, pub evenings or live music events, and one full day trip at the weekend where we go further afield to places such as London, Bath or the Cotswolds.

To help you get the most out of the social programme, our Social Manager leads all trips and activities, and will insist that English is spoken at all times!

Full details are publicised in advance and you pay just for the trips that you sign up to. Trips include transport in our very own mini bus and we always provide a lift home.

As well as organising a range of trips for you to enjoy, our Social Manager is happy to provide advice on things to do in and around Worcester.



Some events include a meal in a local pub restaurant so you can sample good British food and practise your English in a friendly environment.

## Welcome Lunch

Every week, usually on a Monday, we invite everyone to join us for an informal buffet lunch so that new students, existing students and staff can get to know each other in a relaxed and friendly atmosphere.

Some weeks this will be in-school, and other weeks we may go out to a nearby bar-restaurant. In either case the lunch is held between 12h15 – 13h30 so you won't miss any training time.

This is also a good opportunity to practise your social English, so is a valuable part of your Kingsway course.

On other days of the week you are free to go out and explore the wide variety of eating places all within a few minutes' walk of Kingsway with your newly made friends!



# AFTER A HARD DAY OF STUDY, ENJOY RELAXING ACCOMMODATION RIGHT IN THE CITY CENTRE.

We appreciate that taking time out of work to study can be hard, so we make things a little bit easier by organising all accommodation on behalf of our business students.

We have rigorous quality standards for our homestay providers so you can be assured that we have chosen accommodation suitable for professional people.

## Kingsway Homestay Accommodation

Homestay accommodation is recommended for those who want to make maximum progress by completely immersing themselves in the English way of life.

Homestays provide warm and friendly hospitality and the opportunity to interact with native-English speakers out of class.

**“Approximately 90% of our students choose homestay accommodation.”**

The vast majority of business students who choose this option thrive in the sociable environment and gain a lot from their experience, both linguistically and personally.

All homestays have been carefully selected by Kingsway staff to ensure the best possible experience for your stay. Not only will you enjoy a warm and friendly welcome but you'll be situated within walking distance of the city centre.

There are three categories of homestay, all of which provide clean, comfortable facilities and a friendly and welcoming atmosphere. They all provide breakfast and an evening meal on a daily basis, and lunch on a Saturday or Sunday if you are at home. Most homestays will either do your washing or allow you to use their washing machine and iron. The majority of our business students chose executive homestay, which guarantees a private bathroom and free internet access. Please visit our website for more information.



“Kingsway is like a family - I mean everybody is very friendly. *Alexander, Russia*”

## Alternative accommodation

For those who don't want to stay in homestay accommodation, we also offer the following options:

### Kingsway Self-Catering Apartments

We own two tasteful and well-furnished apartments that are situated just 200 metres from the school. Each apartment has two bedrooms (1 double and 1 single), 1 bathroom, lounge / dining room and kitchen. The apartment is for your sole use so you could choose to bring a relative or friend.

### Hotels

Worcester has a good range of accommodation, from homely B&Bs to 3-star category hotels. If you let us know your requirements we can check prices when you book your course, and book it on your behalf to get the best possible deal.

Please visit our website for more information on these accommodation options.



# GETTING TO WORCESTER

**Take the anxiety out of transfers with our meet and greet service.**

Worcester is located in the centre of England and is therefore easily reached from most UK airports.

The nearest airport to Worcester is Birmingham but we're also easy to get to from London airports.

Enjoy a warm, friendly welcome at an airport of your choice

To help you to reach us as quickly as possible, we offer an airport transfer service to all business guests. Upon arrival, one of our drivers will be waiting for you at the airport to take you directly to your accommodation.

Because we arrange this you'll get a much more personal service than a normal taxi or airport transfer. All of our drivers are based in Worcester so they'll know the exact location of your accommodation.



## Finding your own way to Kingsway by train

Alternatively you can find your own way to Kingsway and one of our drivers will meet you at either Worcester Foregate Street Station (in the city centre) or Worcester Shrub Hill Station (15 minutes walk from the city centre).

### Birmingham (BHX)

Take the train from Birmingham Airport via International and Birmingham New Street to Worcester where a Kingsway driver will meet you free of charge and take you to your accommodation.

### London Heathrow (LHR)

Take the "Heathrow Express" train to Paddington Station then the intercity train direct to Worcester where a Kingsway driver will meet you free of charge and take you to your accommodation.

### London Gatwick (LGW)

Take the train from Gatwick via Reading to Worcester where a Kingsway driver will meet you free of charge and take you to your accommodation.

## Find out more

Thank you for taking the time to read our brochure. We hope you've found the information you were looking for.

To view our full range of courses and course fees, or for more information about Kingsway English Centre, please visit our website at [www.kingsway-english.com](http://www.kingsway-english.com)







Kingsway English Centre  
40 Foregate Street  
Worcester  
WR1 1EE  
UK

 [www.kingsway-english.com](http://www.kingsway-english.com)  
 [info@kingsway-english.com](mailto:info@kingsway-english.com)  
 +44-1905-619877  
 +44-1905-613388