

岡山大学 春季語学研修 イギリス・ヨーク大学 English Language and Business



※オンライン受講



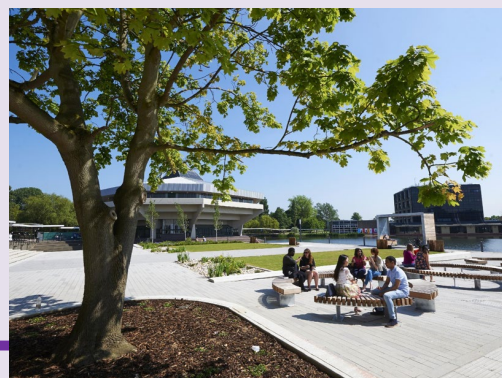
UNIVERSITY
of York

★研修の概要

研修校：イギリス・ヨーク大学

研修期間：2022年2月21日（月）～3月4日（金）

参加費：410イギリスポンド 約6.3万円



★プログラムの特徴

【語学上達とビジネス理論について学ぶ2週間プログラム】

- ◆ビジネス英語の能力を高める授業に加え、マーケティング、価格戦略、SWOT分析、販売戦略等のビジネス理論について学びます！
- ◆ケーススタディを通じて、実際の企業がどのようにビジネス理論を使って成功したのか、あるいは失敗したのか分析し、学びを深めます！
- ◆最終課題では、ヨークの地元企業を選び、その企業が他の地域で成功するためのビジネスプランをグループで作成し、最終プレゼンテーションで発表します！

プログラムの
詳細はコチラ↓



募集の
詳細はコチラ↓



プログラム紹介の
動画はコチラ↓





English Language and Business

Our English Language and Business course will introduce you to key concepts from business theory which you will integrate into a collaborative business project.

The course will cover a range of concepts, including an introduction to marketing and the marketing mix, pricing strategy, SWOT analysis and promotion. Business case studies will offer you the opportunity to see how real companies have applied business theory both successfully and unsuccessfully and will help reinforce theoretical concepts. The lessons will also develop your ability to communicate key business concepts in English. For the business project, you will work in small groups. Your group will select and research an independent York business and develop a business plan of how your business might work in another market. In your project groups, you will present your ideas at an end of course presentation.

Course aims

- To develop your English language skills through a communicative and functional language-based approach;
- To develop your business theory;
- To develop your business English skills;
- To provide you with the experience of conducting a small scale research project;
- To develop your ability to deliver a presentation in English online.

Contact us

cgp-shortcourses@york.ac.uk
GlobalYorkUK (<https://twitter.com/GlobalYorkUK>)
Find us on Facebook
globalyorkuk (<https://www.instagram.com/globalyorkuk>)

English skills

For pre-intermediate to intermediate level of English (IELTS 4.0 - 6.0)

Dates and times

21 February - 4 March 2022
Monday to Friday
Three one-hour live lessons a day

Certificate

Certificate awarded on successful course completion

Timetable

All times are advertised in Greenwich Mean Time (GMT).

Monday - Friday

21 February - 4 March 2022

	8.30am - 12.15pm (GMT)
Live sessions	
	2 hours per day
Self-study	

Total study time: 50 hours

Check out the planned timetable for your course - but please note that it is subject to change.

Sample Timetable (https://drive.google.com/file/d/1L6_P4oK3wEPrYb7SrWbcXr1AwTlhjcw8/view?usp=sharing)

Fees and application

This course is available to anyone; there are no formal entry requirements.

The materials on this programme are aimed at students with an English language level of pre-intermediate to intermediate level (IELTS 4.0 - 6.0). Although we require no proof of your level of English, you may struggle to follow the course or participate in group work if your English level is lower than IELTS 4.0.

Tuition fee: £410

Payment: After you complete your application form, our team will send you a payment link.

Application deadline: Friday, 4 February 2022, 11.59pm (GMT) or earlier if the course is full. We recommend that you book early to avoid disappointment.

Confirmation: Places on the course will only be confirmed after payment has been made.

Apply for this course

More information

For the full terms and conditions of this course, please refer to the **Consumer Contract for our online courses**.

Please read our **student guidelines** before starting to study with us. These include important information on **assessment and certificates**.

Still have questions? Email us, and one of our friendly course coordinators will get back to you.

English Language and Business Online {Draft} Programme timetable

21 FEBRUARY– 4 MARCH 2022

PROGRAMME MANAGER

Aoife Burke

PROGRAMME ADMINISTRATOR

Phil Stokoe

PROGRAMME TUTORS

tbc

TEACHING BUILDINGS

[GOOGLE CLASSROOM](#)

ZOOM

ENGLISH LANGUAGE AND BUSINESS ONLINE
PROGRAMME TIMETABLE



Centre for Global Programmes

Week 1

PLATFORM: [GOOGLE CLASSROOM](#) & [ZOOM](#)

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

ENGLISH LANGUAGE AND BUSINESS ONLINE
PROGRAMME TIMETABLE



Centre for Global Programmes

Week 2

PLATFORM: [GOOGLE CLASSROOM](#) & [ZOOM](#)

FEB/MAR 2022	MONDAY 28	TUESDAY 1	WEDNESDAY 2	THURSDAY 3	FRIDAY 4
SESSION 1 8.30AM – 9.30AM (UK TIME)	LANGUAGE AND BUSINESS 7 PROMOTING YOUR PRODUCT LIVE SESSION	LANGUAGE AND BUSINESS 9 REVIEW LIVE SESSION	LANGUAGE AND SKILLS 3 PRESENTATION SKILLS 2 LIVE SESSION	PRESENTATION TUTORIALS LIVE SESSION	FINAL PRESENTATIONS LIVE SESSION
SESSION 2 9.45AM – 10.45AM (UK TIME)	LANGUAGE AND BUSINESS 8 BUSINESS CASE STUDY	LANGUAGE AND SKILLS 2 PRESENTATION SKILLS 1 LIVE SESSION	PROJECT WORK LIVE SESSION	PRESENTATION TUTORIALS LIVE SESSION	----- COURSE EVALUATION LIVE SESSION
SESSION 3 11.15AM – 12.15PM (UK TIME)	VIRTUAL TOUR 3 LIVE SESSION	SOCIAL EVENT LIVE SESSION	INTERNATIONAL CONVERSATION AFTERNOON 12PM – 1PM LIVE SESSION	PRESENTATION TUTORIALS LIVE SESSION	FAREWELL RECEPTION LIVE SESSION
SESSION 4 SELF-STUDY	BUSINESS PROJECT ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS ICA PREPARATION ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS	