

岡山大学 夏季語学研修 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： <2週間> 2022年8月15日（月）～8月26日（金）
<2週間> 2022年9月5日（月）～9月16日（金）

参加費： 420イギリスポンド 約6.8万円



★プログラムの特徴

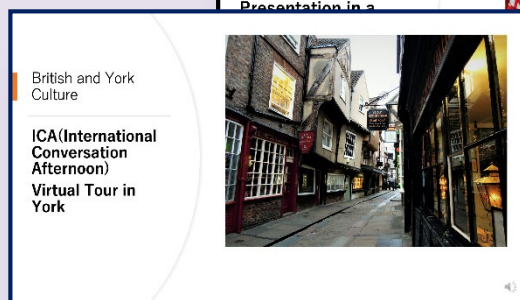
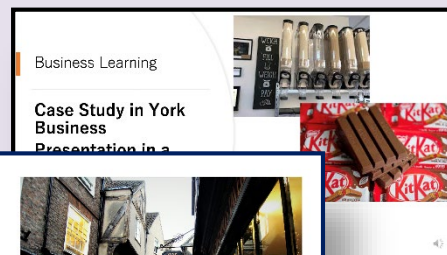
【語学上達とビジネス理論について学ぶ2週間プログラム】

- ◆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！

★参加者の声

・英語をたくさん使うことができただけでなく、異文化についても知ることができた。異文化を知ることによって、自国の文化についても考える機会ができた。現地の先生方や研修を受ける生徒は優しい方が多く、積極的にプログラムに参加することができた。

・以前よりも自分の視野を広げることができたと感じている。英語をたくさん使うことができたし、イギリスについて知ることができたので、大変満足している。



募集の詳細はコチラ→

問い合わせ先：国際部 留学交流課 スタディ・アブロード部門

(一般教育棟C棟1階) 語学担当

TEL: 086-251-8552

Mail: ryugaku@adm.okayama-u.ac.jp





English Language and Business August 2022

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.

Contact us

cgp-shortcourses@york.ac.uk
[Twitter](#)
[Facebook](#)
[Instagram](#)

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.

English skills

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

Dates and times

15–26 August 2022

Certificate

Certificate awarded on successful course completion

Timetable

All times are advertised in UK times.

Monday - Friday

15 to 26 August 2022

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

Total study time: 50 hours

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

[Sample Timetable](#)

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: £420

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

Application deadline: 29 July 2022

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 **assessments and certificates**.

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

{Draft} English Language and Business Online Programme timetable

15 AUGUST– 26 AUGUST 2022

PROGRAMME MANAGER

Aoife Burke

PROGRAMME ADMINISTRATOR

Phil Stokoe

PROGRAMME TUTORS

TBC

TEACHING BUILDINGS

[GOOGLE CLASSROOM](#)

ZOOM CLASSROOM

[ICA ZOOM](#)

ENGLISH LANGUAGE AND BUSINESS ONLINE
PROGRAMME TIMETABLE



Centre for Global Programmes

Week 1

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

AUG 2022	MONDAY 15	TUESDAY 16	WEDNESDAY 17	THURSDAY 18	FRIDAY 19
SESSION 1 8.30AM – 9.30AM (UK TIME)	WELCOME AND ORIENTATION LIVE SESSION	LANGUAGE AND BUSINESS 1 INTRODUCTION TO MARKETING 1 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 INTRODUCTION TO MARKETING 2 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 <hr/> INTRODUCTION TO LEARNING LOGS VIDEO ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS <hr/> READING: KITKAT 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](#)

AUG 2022	MONDAY 22	TUESDAY 23	WEDNESDAY 24	THURSDAY 25	FRIDAY 26
SESSION 1 8.30AM – 9.30AM (UK TIME)	LANGUAGE AND BUSINESS 7 PROMOTING YOUR PRODUCT LIVE SESSION	LANGUAGE AND BUSINESS 9 REVIEW LIVE SESSION	PROJECT WORK 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 3: AMAZON	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)	PROJECT WORK 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 LEARNING LOG 1 DUE ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS ICA PREPARATION ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS	BUSINESS PROJECT ASYNCHRONOUS	LEARNING LOG 2 DUE ASYNCHRONOUS