



SBL Scheme

CERTIFICATE IN BUSINESS ENGLISH

This program is designed primarily to improve proficiency in English language to be used confidently, effectively and efficiently in business situations, involving internal staff and external customer service. Highly effective with intensive e-learning modules included for self-development, reinforced with face-to-face teaching.

Participants are provided step-by-step guidance to equip them with the essential macro-skills of language learning principles and communicative strategies specifically for business contexts, to build their self-confidence with correct and appropriate English. This intensive course addresses the academic and practical aspects of Business English including pre-assessment tests, demonstration of English usage in business situations and examination of English principles.

The program is designed to:

- Provide participants with the general proficiency in Business English, which covers four language skills namely, listening, speaking, reading and writing.
- Enable participants to converse, interact and express themselves in a variety of business related situations, with internal and external customers.
- Provide the confidence in speaking and writing in any professional context.

WHO SHOULD OBTAIN THIS CERTIFICATION?

- Adult learners at any level of executive or non-executive staff, expatriates / foreigners working in Malaysia and individuals who want to master English for work purposes.

ENTRY REQUIREMENTS:

- Qualification : Minimum SRP with or without working experience

COURSE STRUCTURE, OBJECTIVES AND ASSESSMENT:

Participants will have total of 40 hours of lectures, over duration of 2 months, to be conducted mainly after working hours. The program structure comprises four (4) integrated modules and respective credit hours are:-

	MODULES	OBJECTIVES	HRS	DATES & TIMES
1.	BUSINESS COMMUNICATION	<ul style="list-style-type: none"> • Communication & Corporate Image • Communication in the Business Context • Communication in Customer Service 	4 hours	13 Nov (2hrs) 15 Nov (2hrs)
2.	EFFECTIVE ORAL COMMUNICATION	<ul style="list-style-type: none"> • Grammar • Noun, Pronouns, Verbs, Adverbs, Adjective, Preposition, Conjunction • Pronunciation • Oral Interactive/ Speaking Skills • Body language • Listening Comprehension Techniques • Questioning Skills • 	14 hours	18 Nov (8hrs) 24 Nov (4hrs) Project-Based Assignment (2 hrs)
3.	BUSINESS TELEPHONE	<ul style="list-style-type: none"> • Corporate image via Telephone Etiquette • Handling calls in English • Face to Face & Telephone Customer Service • Assignment: Demonstration on Customer Service Skills 	8	27 Nov (2hrs) 29 Nov (2hrs) 1 Dec (4hrs)
4.	EFFECTIVE WRITTEN COMMUNICATION SKILLS	<ul style="list-style-type: none"> • Principles of Business Writing • Effective Writing – Internal & External • Good Writing Etiquette 	10	4 Dec (2hrs) 6 Dec (2 hrs) 8 Dec (4hrs) Project-Based Assignment (2hrs)
5.	ASSESSMENT	<ul style="list-style-type: none"> • English Demonstration Assessments (30%) • E-learning module completion (30%) • Examination (40%) 	4 hours	23 December (4hrs)
	TOTAL HOURS	OVER DURATION OF 2 MONTHS	40 hours	

The course is highly participative and practical in nature. A range of learning methods will be used which are designed to combine sufficient theory and practice. Assessments will be continuous for the duration of the program through a combination of:-

- Learning activities structured into the content
- Specific organization-based demonstration assignments
- Formal examinations
- Comprehensive e-learning projects and assessments

All modules, learning activities, demonstration assignments, examinations and e-learning projects are designed to ground input material whilst drawing relevance to participant's organization and work functions. This ensures maximum transfer of learning to the workplace.

ASSESSED COMPETENCIES

<u>Assignment & Demonstrations</u> Participants are required to successfully demonstrate the use of Business English as well as complete the e-learning assignments <ul style="list-style-type: none">• English Demonstration Assessments (30%)• E-learning module completion (30%)	60% of competency assessment (30% each assignment)
<u>Examination</u> Participants are required to prepare & sit for a comprehensive examination on all 4 modules to display level of understanding on each module	40% of competency assessment

CERTIFICATION

Certificate in Business English will be awarded by the MEF Academy upon completion of each program level and the program requirements.

COURSE FEES

RM1,800 per participant, inclusive of e-learning access and delivery. A 20% discount is given to MEF members / individuals working with MEF member companies

VENUE : MEF Training Centre,
3A06 -3A07, Block A,
Pusat Dagangan Phileo Damansara II
No. 15, Jalan 16/11, Off Jalan Damansara,
46350 Petaling Jaya,
Selangor Darul Ehsan,
Malaysia.

DATE OF COMMENCEMENT : 13 NOVEMBER 2007

REGISTRATION PERIOD : SEPTEMBER – OCTOBER 2007

PROGRAM SCHEDULE: 6PM – 8PM (WEEKDAYS) /9AM – 6PM (WEEKENDS)



APPLICATION FOR ADMISSION

**CERTIFICATE IN
BUSINESS ENGLISH**

1. PERSONAL PARTICULARS

FULL NAME : _____

DATE OF BIRTH : _____ AGE : _____

NRIC NO : _____

MARITAL STATUS : _____

RESIDENTIAL ADDRESS :

Tel No : _____

OFFICE ADDRESS :

Tel No : _____

Fax No: _____

Email : _____

2. CURRENT APPOINTMENT

(if self-employed, retired or unemployed, please indicate accordingly)

DESIGNATION : _____

NAME OF EMPLOYER : _____

OFFICE ADDRESS : _____

NUMBER OF YEARS : _____

Describe your main duties :

3. QUALIFICATIONS OBTAINED

School/College/University	Qualifications / Year
_____	_____
_____	_____
_____	_____

4. PREVIOUS EMPLOYMENT

Employer	Designation	Year
_____	_____	_____
_____	_____	_____

5. **Is your employer a member of MEF ?** Please tick the appropriate box.

Yes. Cheque(s) of RM1,440 payable to Malaysian Employers Federation

No. Cheque(s) of RM1,800 payable to MEF Academy Sdn Bhd

I declare that all the information provided in this application is true and correct and I enclose herewith a cheque/bank draft No. _____ for the RM_____ being full payment of fees.

Signature of Applicant

Date

**NOMINATION / CONFIRMATION
BY MEF MEMBER ORGANISATION**

MEF member companies nominating employees to attend this course, are required to complete this section, with the required contact details of the organization.

For self-sponsored applicants, who are seeking MEF member discount, please obtain confirmation of your employment from your organization and MEF membership number.

We hereby nominate / confirm* Mr./ Ms _____

Designation : _____ from _____ to

attend the above programme.

**Please delete if not applicable*

Our Cheque No. _____ RM _____ payable to
Malaysian Employers Federation is attached herewith.

Contact person : _____

Designation : _____

Company : _____

MEF membership : _____

Address : _____

Telephone : _____

Fax : _____

Email : _____

Signature :

Date :

Company Official Stamp: