

Free Business Language Courses for SMEs

From September 2006, small to medium-sized companies in the East Midlands region will be able to take advantage of **FREE** intensive business language training to help their business succeed in Europe. Course fees and materials are fully funded by the European Social Fund, making this an excellent business opportunity. Recent research shows that only 28% of UK executives feel confident in negotiating in another language. These courses will equip delegates with the essential language skills and confidence to help their company compete effectively in overseas markets.

Over 4000 beneficiaries from 2200 companies have already participated in similar intensive language programmes across 11 centres in the UK.

These courses are available in **French, Spanish, German, Chinese & Italian** (subject to demand) at beginners level and lead to an OCR Certificate in Business Language Competence (£34.60 entry fee payable by delegate. Cheques should be made payable to University of Luton). The courses start in September and finish in December, and run once a week.

Course venue - Nottingham Trent University
DICe Building
Burton Street
Nottingham
NG1 4BU

Dates & Times

Language	Start Date	End Date	Course Day	Course Times
French	27 th September 2006	13 th December 2006	Wednesday	4.00-8.00
Italian	26 th September 2006	12 th December 2006	Tuesday	4.00-8.00
German	28 th September 2006	14 th December 2006	Thursday	4.00-8.00
Spanish	26 th September 2006	12 th December 2006	Tuesday	4.00-8.00
Mandarin Chinese	28 th September 2006	14 th December 2006	Thursday	4.00-8.00

Course content- beginner level

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| 1. Business introductions | 7. Making Contact – Phone and e-mail |
| 2. Contact information | 8. Review |
| 3. At the workplace | 9. Business travel |
| 4. Review | 10. Collecting information |
| 5. Managing time | 11. Review |
| 6. Telephoning 1 – Basic conversations | 12. Assessment |

Next Steps

1. Choose the language you would like to learn and check your diary for the duration of the course.
2. For further information please contact **Liz Littler** on **07714 450 844**
3. Complete the enclosed enrolment forms and return to the address below:

E-mail: Liz.Littler@luton.ac.uk

Return your completed booking form to:
East Midlands Project, LCB Programme, University of Luton,
Putteridge Bury, Hitchin Road, Luton, Beds LU2 8LE