

Introduction to Teaching English for Financial Purposes

– 30 August - 3 September 2016

Venue:

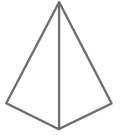
Best Western Hotel, Ulm, Germany

Registration deadline: 30 April 2016

Minimum number of participants required: 8

Deadline for Erasmus+ applications: 2 February 2016

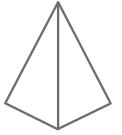




Demand has never been so great for teachers of English for Financial Purposes.

This is due to several reasons:

- English is the undisputed lingua franca of finance.
- Many leading universities require ever higher levels of English both at entry level and in order to graduate from business and finance courses. A significant number of Master in Finance Programs are taught exclusively in English and many doctoral students are expected to submit their theses in the English language.
- Cross-border mergers fuel the use of English for financial purposes and the resulting corporations that arise are much more closely integrated than they were in the past. This means that employees in financial departments much lower down the hierarchy and therefore a greater number of people need to communicate effectively in English on a daily basis.
- Financial regulation since the financial crisis has increased significantly. Much of this has been imposed and will be monitored at an international level through International Financial Accounting Standards and the European Central Bank. Consequently, the ability of financial managers to communicate effectively in English has an increasingly important impact on their ability to do their jobs.
- International payment systems are developing rapidly and the world of finance is increasingly borderless. A knowledge of financial English is therefore highly beneficial not only to financial specialists but also to business people from Human Resources, Sales, Purchasing, IT and many other areas.
- Financial theories and practices are developing constantly. In order to remain competitive and up-to-date, financial professionals need to understand English to keep track of latest trends and developments.
- As a financial English trainer you will stand out from other candidates at interviews and will have the resources to train employees at the upper end of a company. This can lead to much more interesting projects and can often result in higher rates of pay.

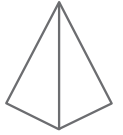


Your trainer



Duncan Latham, BA(Hons), CELTA, Dipl.-Betriebswirt (FH)

Duncan has worked as a business English trainer for many years and has led various training projects in banks and financial institutions. Recently he has taken his business online to specialize in the area of financial English and focuses exclusively on bankers and financial professionals from apprentices to board members.



Course Outline

Daily schedule

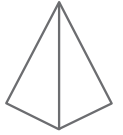
9.00 - 17.00 Monday to Friday
- includes lunch and two coffee breaks

Social programme

Organised on a daily basis but includes guided tour of the old part of Ulm (Fischerviertel) and visits to restaurants.

Pre course webinar

Participants will be invited to join a webinar some weeks before the course to act both as a needs analysis and as an opportunity to hand out some tasks and assignments to be completed before the course begins.



Course Outline

Day 1: Duncan Latham, BA(Hons), CELTA, Dipl.-Betriebswirt (FH)

Session 1: Methodology

This session will provide some theoretical background on methodologies and approaches commonly used when teaching financial English, in particular focussing on PPP (Presentation, Practice, Production), TBL (task-based learning) and CBI (content based instruction).

Session 2: Needs analysis

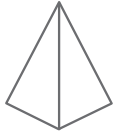
Needs analysis is a fundamental part of any course which focuses on financial English. This session will look at key issues, including the strengths and limitations of using needs analysis as a technique, how to establish priorities, and the client's perspective. We will look at examples of different needs analysis tools. Teachers will be allocated a real student for whom they will prepare and carry out a needs analysis. This student will be the basis for further study throughout the course.

Session 3: An introduction to virtual training

Participants will be given a short introduction to virtual training so that they can conduct their needs analysis (prepared during the previous session) online using Adobe Connect. We will try to select a wide range of learners both in terms of levels and the different areas of finance.

Session 4: Course and syllabus design

Course and syllabus design is all about establishing what will happen on a course. It involves making decisions about course content, and how that content will be delivered. During this session we will look at a range of approaches to ESP course design, and participants will have the opportunity to apply this knowledge to the student that they have been allocated.



Course Outline

Day 2: Duncan Latham, BA(Hons), CELTA, Dipl.-Betriebswirt (FH)

Session 1: An introduction to Finance for English teachers

In this workshop session, participants will be encouraged to overcome any anxieties they may have about the amount of financial knowledge they need to master as teachers of financial English. We will discuss some practical steps for acquiring and developing a realistic level of background financial knowledge, using a range of resources, including the internet.

Session 2: Authentic materials

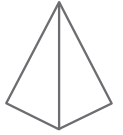
The next session will focus on how to exploit authentic materials effectively. We will look at the advantages and disadvantages of authentic materials within the context of financial English, and look at some examples from in-company courses.

Session 3: Financial English vocabulary development

In this session we will consider what kind of vocabulary our students need. We will also look at some techniques for teaching and developing the vocabulary of financial English learners.

Session 4: Language form and function in financial English

In this session, we will tackle questions such as these: What kind of grammar do financial English learners need, and how should we prioritise it in the syllabus? How can we highlight a grammar point without demotivating or distracting our learners from the communicative aspects of a topic or activity? How can an awareness of patterns of discourse and genre help financial English learners?



Course Outline

Day 3: Duncan Latham, BA(Hons), CELTA, Dipl.-Betriebswirt (FH)

Session 1: Teaching writing skills to financial professionals Part 1

We will look at what kind of written communication financial English students need to produce and how it differs to general business communication.

Session 2: Teaching writing skills to technical professionals Part 2

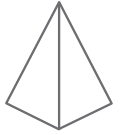
In the second part of the writing skills session we will discuss various methods and tasks we can use to develop the writing skills of our students so that they can do their jobs effectively. We will also look at ways in which writing activities can be brought to life and taught in a communicative way.

Session 3: Analysis of pre-course assignments

Looking at participants' pre-course assignments in more detail with feedback from fellow course participants and the trainer.

Session 4: Digital teaching resources

During this session participants will be encouraged to pool their knowledge of digital teaching resources and we will consider which ones can be exploited or adapted for financial English students.



Course Outline

Day 4: Duncan Latham, BA(Hons), CELTA, Dipl.-Betriebswirt (FH)

Session 1: Using games and competitions for financial English

In this session we will discuss why and how we can use games within financial English courses and share our experiences of using them with learners. We will try out a range of games which can fulfil different learning needs and inject some fun into the classroom.

Session 2: Working with short case studies

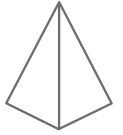
Case studies are especially good for teaching financial English as they expose learners to a variety of authentic texts with which they must work to produce an end result (successful meeting or negotiation, follow-up letter, etc.). Using authentic materials, participants will have the opportunity to plan their own short case studies for classroom use.

Session 3: How to market yourself as a financial English teacher

During this session participants will consider ways in which they can start expanding their customer portfolio. We will look at some ways in which social media can help improve participant's chances of winning new contracts.

Session 4: Focus on Corporate Finance

In this workshop participants will look at the fundamentals of corporate finance. At the end of the session, participants should have a general overview of the roles and responsibilities of financial managers. Participants will also become familiar with the basic building blocks of corporate finance and the principles that underlie them.



Course Outline

Day 5: Duncan Latham, BA(Hons), CELTA, Dipl.-Betriebswirt (FH)

Session 1: Exams

Many students and teachers benefit from the target of working towards an exam. Cambridge have recently announced that the last ever Cambridge English: Financial (ICFE) will be in December 2016. During this session we will consider the alternatives for the future and in particular how to adapt the BEC suite to the needs of financial professionals.

Session 2: Focus on Retail and Private Banking

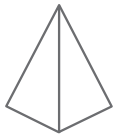
During this session we will consider the wide range of financial products and services available to private individuals and look at ways in which we can exploit them in the classroom.

Session 3: Presentations

Participants will be invited to present the courses that they have designed during the week. Constructive feedback will be provided both by participants and the trainer.

Session 4: The future & networking

The final session of this course will focus on how teachers can network in the future with the aim of reducing preparation time and enhancing teacher quality over the long term.



Course Objectives

The Introduction to Teaching English for Financial Purposes aims to provide language teachers with the skills they need to operate effectively in the banking and financial services industries. This course will be run by Duncan Latham who has trained financial professionals for many years and has also coached language trainers who work in banks.

Methodology

Practical and hands-on course content which relates easily to authentic workplace situations and research areas. The course will focus not only on traditional methodology but also on the new opportunities that technology and the internet have offered language training professionals.

Pre-course introduction

Participants will be invited to join a webinar some weeks before the course to act both as a needs analysis and as an opportunity to hand out some tasks and assignments to be completed before the course begins.

EU Funding

Participants outside of Germany can apply for funding at their respective national agency - contact details are available here:
http://ec.europa.eu/education/lifelong-learning-programme/national_en.htm

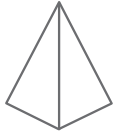
Since January 2014, a new funding programme has been in place: Erasmus+ This brought together all the EU and international schemes for education, training, youth and sport. It has increased efficiency, made it easier to apply for grants, as well as reducing duplication and fragmentation. Erasmus+ replaced seven existing programmes with one: it brought together the existing Lifelong Learning Programme (Erasmus, Leonardo da Vinci, Comenius and Grundtvig), Youth in Action, and five international cooperation programmes (Erasmus Mundus, Tempus, Alfa, Edulink and the programme for cooperation with industrialised countries).

More information: http://ec.europa.eu/education/erasmus-for-all/index_en.htm

Deadline for Erasmus+ applications: 2nd February 2016

Important note

We reserve the right to change the course content in order to update and/or refine the advertised content.



Alternative funding possibilities

For participants based in the German state of Nordrhein-Westfalen, there is the possibility of applying for funding to cover 50% of the course fee through the so-called Bildungsscheck programme.

More information is available at: <https://www.esf-nrw.de>

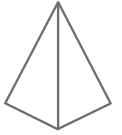
Contact person

Evelyn Kallos
Mail: evelyn.kallos@bezreg-arnsberg.nrw.de
Tel: 02931 - 825009

Bildungsurlaub

In most German states, there is a so-called Bildungsurlaub programme which offers some financial support depending on your circumstances.

For more information, use the following link: <http://bit.ly/1xrBB56>



Registration

paul@thepyrmidgroup.biz or Fax +49 731 3 97 69 77

Yes, I would like to participate in the Introduction to Teaching English for Financial Purposes course:

- ☐ 30 August - 3 September 2016
- ☐ I am interested in receiving updates on seminars and courses organised by The Pyramid Group (please tick the box).

Name, First Name

Company, Institution

Street

Postcode, Town, Country

Tel.

Fax

E-Mail

Website

Date, Signature

Minimum number of participants required: 8

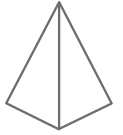
Deadline for registration: 30 April 2016

Enquiries and information

Tel. +49 731 397 69 76

Fax +49 731 397 69 77

info@thepyrmidgroup.biz



Registration process

Fill in the form and send it to:

The Pyramid Group
Seminar Registrations
Schweinmarkt 6
89073 Ulm / Germany

Fax +49 731 3 97 69 77
paul@thepyramidgroup.biz

Date and Venue

30 August - 3 September 2016
Best Western Hotel, Ulm, Germany

Course Fee

The € 975.00 course fee must be paid in advance to the following account:
Postbank Ulm, Paul East, IBAN DE92600100700516480705, BIC: PBNKDEF

The fee incl. documentation, daily 3-course lunch + coffee breaks.
VAT Reg No (USt-IdNr.): DE 147 040 301

Travel Directions

Airports: The closest airports are Stuttgart and Munich
Train: [Click here to go to the Deutsche Bahn website](#)
Venue: [Click here to go to a map of Ulm](#)

Accommodation

We recommend participants book their accommodation at the Best Western Hotel in Ulm.
This avoids the need to travel to and from the course venue each day.

For other hotels in Ulm/ Neu-Ulm, please book online via the Ulm/Neu-Ulm tourist office
at www.tourismus.ulm.de or contact Susanne Baumann at baumann@tourismus.ulm.de
Tel. +49 731 161 2821

Course terms and conditions

The course fee must be paid within one week after registration has taken place unless otherwise agreed. Cancellation fee: 100 euros up to 30 days before the start of the course. If a cancellation notice is received less than 30 days but more than 15 days prior to the training date, the cancellation charge is 50% of the training fee. If a cancellation notice is received by the Training Registrar less than 15 days prior to the training date, the cancellation charge is 100% of the training fee. The Pyramid Group reserves the right to cancel the course at least five business days in advance of the course commencing. All course fees will be fully reimbursed. Court of Jurisdiction is Ulm. The Pyramid Group's General Terms and Conditions apply throughout.

PSA

Pete Sharma Associates

Online Training

e.g. WebEx, Adobe Connect

EU Projects

official partner to TU Dresden

ESP Online Training Portal

Vocabulary Trainer

Second Life

English for Specific Purposes (ESP)

Legal
HR
Technical
Medical
Oil & Gas
Textiles
Insurance
Construction
Logistics
Maritime
Law Enforcement & Security
Mining
...

Examinations

TOLES (Legal), MarTEL (Maritime), ILEC (Legal),
TELC (European Language Certificates),
sTANDEM (Medical), Cambridge ESOL
(Specialist English)

In-Company Training

Worldwide

French Academy

Technical Word of the Week

Newsletter

**Member of iMove
(BIBB)**

Translations & Interpreting

in 58 languages

eBooks World

eBooks & Print-on-Demand (POD)

Pyramid International partners, e.g.

Brazil	Italy	Indonesia
Argentina	Singapore	Algeria
Botswana	Gulf States	Saudi Arabia
Romania	China	Tajikistan
United Kingdom	Baltic States	Ukraine
Russia	Korea	Morocco
Switzerland	Zambia	Kosovo
Vietnam	France	Bulgaria
Austria	Spain	Iran
Turkey	Ethiopia	Poland
Kuwait	India	Uruguay
Libya	Georgia	Norway
Germany	Armenia	Sweden
New Zealand	Serbia	



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