

Business English course: case study

Business English course for an Indian,
centralised government bank and
regulatory body

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To learn more about our online
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How we helped staff members improve their English language skills

Business need for doing a course

The bank was looking for courses for the assistants who coordinate with internal stakeholders or colleagues from other branches in the region.

Reason for choosing British Council

The British Council brand name and reputation

Name of course taken:

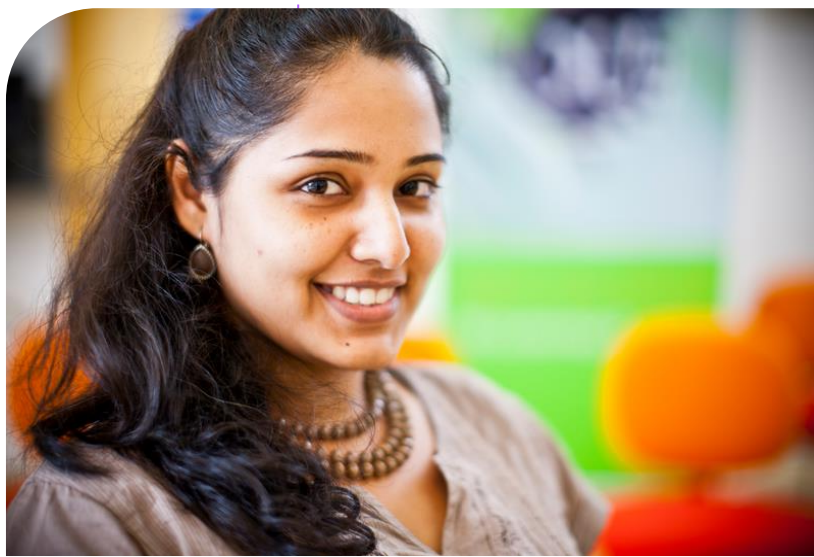
Business English online, blended learning course

Scope of training: Batch of 20

Duration: 6-week course

Learning outcomes:

- **Better workplace skills:** Improving verbal communication skills for the workplace by working on pronunciation, grammar and vocabulary. Enhancing soft skills through group discussions, delivering presentations and time management.
- **Confidence:** Learning to communicate in English at work with fluency, accuracy and confidence. Practicing using a range of business situations, from internal communications to dealing with clients.
- **Accuracy:** Practicing and fine-tuning written and spoken communication skills. Specific focus on using grammar and vocabulary accurately.



English language and other skills:

- Listening
- Speaking
- Reading
- Writing
- Grammar
- Vocabulary
- Pronunciation
- Computer/IT skills
- Good study skills

>80%

Average participant self-rating of English language skills and other skills on the left

Areas of business English course:

- Professionally qualified teachers
- Delivery style
- Technical platforms, facilities and resources
- Sense of learning progress
- Individual attention received from the teachers
- Subject knowledge of the teacher
- Acquiring new knowledge and/or new skills in English
- Improvement in business communication skills

>80%

Average participant rating of key areas of business English course on the left

Qualitative feedback:

- *“I now feel confident while speaking with others and also at organising meetings.”*
- *“I gained new knowledge about how to deal with bosses, give presentations and how speak immaculately in a business meeting”*
- *“There has been an improvement in my business communication, particularly in my verbal skills and pronunciation.”*
- *“Usage of modifiers is a very important aspect of oral communication in office settings. This course helped me practice this.”*
- *“I think the framework of the course is highly structured and the course materials are balanced.”*
- *‘There are improvements in my way of approaching and dealing with various people in different situations. There are also improvements in my pronunciation skills.’*

