

Courses for Universities

Coaching for Academic Writing

Description:	<p>This is a unique offering in university training: a specialised course in academic English, style and writing combined with the benefits of group coaching, all delivered by an experienced international trainer who is qualified to Master's degree level in education with a certificate in English teaching and accredited as a level 7 coach by the ILM (Institute of Leadership and Management).</p> <p>This course has been delivered successfully piloted and held at leading universities in the UK and Russia.</p>
Course Content:	<ul style="list-style-type: none">Academic style in EnglishStructure, form and grammarWriters and writingPutting your voice into academic writingThe language of academia and educationWriting up your researchSources and literature evaluationAcademic argumentsConnecting your ideasCommunicating ideas effectively and academicallyHedging and distancing in your writingJournals, letters, submissionsEditing and proofreadingGroup co-coachingFinding your personal path to strong writingPresenting you academic work
Group Size:	8 – 16 participants is recommended
Participant profile:	University academics, researchers and post-graduate students (non-native English speakers)
Location:	Held at your university or other suitable venue
Recommended Length:	Up to 35 hours over 5 days is recommended
Course Fee:	From £2800 for group up to 16 (inclusive of training, expenses and travel)
Booking:	E-mail ben@bd-comms.co.uk

Lecturing in English

Description:

Training for university lecturers, whether experienced or seeking to develop their skills, in English language and associated communicative techniques for effective lecturing.

This course will be of interest to educators and university staff working between and across cultures and makes a strong addition to any internationalisation training.



Course Content:

Language for lecturing
Sequencing ideas
Cultural patterns of thought
Voice power and use of tone
Arranging information
Engaging an audience
Presentation skills
Slide and visual use
Flows, windows, loops and boxes: training models
Stakeholder management

Group Size:

8 – 16 participants is recommended

Participant profile:

University academics / practising lecturers (non-native English speakers)

Location:

Held at your university or other suitable venue

Recommended Length:

Up to 35 hours over 5 days is recommended

Course Fee:

From £2200 for group up to 16 (inclusive of training, expenses and travel)

Booking:

E-mail ben@bd-comms.co.uk

Academic Writing in English (for Students or Academics)

Description:	A course tailored to either undergraduate or postgraduate students, or academics, in academic writing in English, covering all key areas of language and style.
Course Content:	Academic style Genre and genre analysis Academic lexis Reviewing and using literature Essay and report writing Quoting and paraphrasing Sequencing and structure Effective paragraphing Grammar and syntax Citation, referencing and plagiarism avoidance Writing up research Arranging information Hedging, distancing and caution Models of argument and their application
Group Size:	8 – 16 participants is recommended
Participant profile:	University academics / students (undergraduate or postgraduate) (non-native English speakers)
Location:	Held at your university or other suitable venue
Recommended Length:	Up to 30 hours over 5 days is recommended
Course Fee:	From £2200 for group up to 16 (inclusive of training, expenses and travel)
Booking:	E-mail ben@bd-comms.co.uk

Analytical Tools and Academic Skills for Business School students

Description:	A course looking at the use and working of analytical tools essential to business school students.
Course Content:	Introduction to, and detailed use of, analytical business tools including classic approaches such as SWOT, variants on PEST, such as LoNG PESTEL and others such as the ever-expanding marketing mix (4 / 7 / 11 / 15 Ps), stakeholder mapping, Ansoff's grid, the BCG matrix, the five forces and the product life cycle.
Group Size:	Any number as the course can be conducted as a series of interactive lectures or small group seminars
Participant profile:	Business School students (post-graduate, undergraduate or pre-sessional) (non-native English speakers)
Location:	Held at your university or other suitable venue
Recommended Length:	12 – 14 hours over 2 days
Course Fee:	From £440 per day (inclusive of training, expenses and travel)
Booking:	E-mail ben@bd-comms.co.uk

Intercultural Competences for University Staff

Description:	<p>A course combining applied theory and practice to the real working life context of participants working in international educational environments.</p> <p>This course will be of interest to educators and university staff working between and across cultures and makes a strong addition to any internationalisation training.</p> <p>This course has been successfully delivered at a range of UK educational institutions.</p>
Course Content:	<ul style="list-style-type: none">Group dynamicsManaging stakeholdersEffective communicationCommunication profilingVisualising, modelling and defining cultureEffective feedbackCulture, personality and contextStereotypes and majority behavioursCultural viewpointsThe training cycleFlows, windows, loops and boxes: training modelsNeeds analysisLearning styles and competence modelsObjective communication and DIE analysisSocialising and functioning across culturesInterpersonal skills: influencing, trust-building, conflict and decision-makingKey thinkers and applying their workTeam-building and diverse teams
Group Size:	8 – 16 participants is recommended
Participant profile:	University academics / students (undergraduate or postgraduate) (native or non-native English speakers)
Location:	Held at your university or other suitable venue
Recommended Length:	30 hours over 5 days is recommended
Course Fee:	From £2200 for group up to 16 (inclusive of training, expenses and travel)
Booking:	E-mail ben@bd-comms.co.uk

English and International Communication for University Staff

Description:	Training for university academics and associated university staff. This course will be of interest to educators and university staff working between and across cultures and makes a strong addition to any internationalisation training.
Course Content:	Tailored to groups, may be composed of specialised elements and skills or a combination of courses listed above.
Group Size:	8 – 16 participants is recommended
Participant profile:	University academics and other university staff (non-native speakers of English)
Location:	Held at your university or other suitable venue
Recommended Length:	Up to 30 hours over 5 days is recommended
Course Fee:	From £2200 for group up to 16 (inclusive of training, expenses and travel)
Booking:	E-mail ben@bd-comms.co.uk