



English for Specific Purposes

These courses are designed to focus on language skills and vocabulary functions needed to perform successfully in specific environments and industries.

The courses aim to:

- develop students' English ability to work and study in a variety of specific industries
- focus on specific vocabulary and functional language
- optimise career opportunities by providing students with knowledge and communicative capabilities in key areas.

Rose of York offers short, intensive courses in six **key areas**:

**Finance, Law, Marketing, Media, Medical,
Tourism and Hospitality.**



Finance



The ESP Finance course is aimed at finance and accountancy professionals, students studying finance and accounting and generally anyone working in the financial sector and whose first language is not English. The course is designed to teach students the language skills they need to communicate effectively in a variety of financial contexts and will develop students' language skills in a number of realistic situations, increasing their knowledge of the specific vocabulary they need for the finance world.



Course Aims

Understand and write financial reports, strategies and risk assessments and analyses. Listen to and participate in pitches and debates about software packages, mergers and acquisitions. Develop functional language for the stock market and assessing economic conditions and forecasts.

Course details

- Study for 1 or 2 weeks
- Summer 2016
- 3 hours of class every day
- From £275 per week





Law



The ESP Law course is aimed at lawyers, legal professionals, law graduates and law students whose first language is not English. The course covers specialist law-related topics, including Transnational Law and is designed to develop all the necessary skills to communicate effectively and perform on an international level using precise legal language.



Course Aims

Learn how to write a contract and extract key information for clients. Develop language to communicate in a court of law and to argue a case for your client. Understand and discuss the differences in civil, common and criminal law and terminology used in the legal profession.

Course details

- Study for 1 or 2 weeks
- Summer 2016
- 3 hours of class every day
- From £275 per week





Marketing



The ESP Marketing course is aimed at Marketing professionals, whose first language is not English, working in international marketing consultancies or multinational companies as well as those who deal with international clients and collaborate on marketing campaigns. The course is designed to improve the students' English language skills in a variety of marketing contexts.



Course Aims

Plan, discuss, design and analyse a marketing plan, understand customer and consumer needs and trends, assess the language used in advertising and write promotional materials. Present a marketing campaign, manage successful meetings and develop debating and negotiation skills.

Course details

- Study for 1 or 2 weeks
- Summer 2016
- 3 hours of class every day
- From £275 per week





Media

The ESP Media course is aimed at Media professionals, Media students and generally at anyone working in the media industry whose first language is not English. The course is designed to develop the students' communication skills and specialist English language knowledge as well as giving students the opportunity to critically analyse the way in which the media industry shapes and is shaped by our world.



Course Aims

Learn about a range of media topics including newspapers, television and marketing. Develop specialist language to write headlines, produce adverts, manage and schedule programming meetings, prepare and present a media pitch, discuss digital marketing and focus on current affairs. Analyse media and communications issues and the language used.

Course details

- Study for 1 or 2 weeks
- Summer 2016
- 3 hours of class every day
- From £275 per week





Medical

The ESP Medical English course is aimed at healthcare professionals, university students and generally those working in a medical field, for whom it is important to be highly accurate and clear in their communication but also able to show tact and sensitivity. The course will develop and strengthen the students' command of specialist terminology used in the English-speaking medical community.

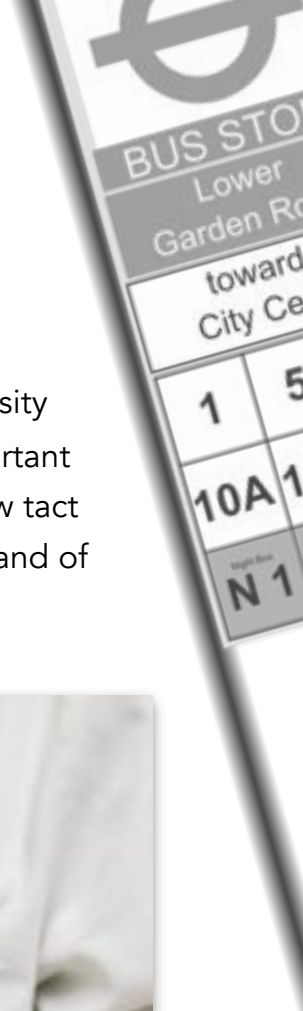


Course Aims

Read articles about current medical developments, treatments and patients' records. Write prescriptions, discuss symptoms and diagnoses. Prepare and give presentations using key terminology and language functions specific to medical English. Develop ways to communicate with and reassure patients.

Course details

- Study for 1 or 2 weeks
- Summer 2016
- 3 hours of class every day
- From £275 per week





Tourism and Hospitality



The ESP Tourism and Hospitality course is aimed at tourism and hotel workers, as well as individuals looking to develop their professional language skills for use within the hospitality industry. The course is designed to equip students with the specialist language they need to communicate more effectively in both speaking and writing to customers and clients worldwide in a variety of contexts.



Course Aims

Participate in case studies and role plays. Develop language skills to manage guests and staff, produce promotional material, write reports and conduct customer satisfaction surveys. Learn hotel and kitchen vocabulary and functional language to handle situations such as customer complaints and making recommendations.

Course details

- Study for 1 or 2 weeks
- Summer 2016
- 3 hours of class every day
- From £275 per week



Price list

Standard 20 Lessons		2 Weeks
Timetable	Courses Available Choose one course:	£550
09:00–12:15	Finance	
	Law	
	Marketing	
	Media	
	Medical English	
	Tourism and Hospitality	

Semi Intensive 25 Lessons		2 Weeks
Timetable (09:00–13:40)		£650
Standard (09:00–12:15) Choose one course:	Booster Classes (12:55–13:40) Choose one class:	
Finance	Conversation	
Law	Pronunciation	
Marketing	Writing Skills	
Media	Business Proficiency	
Medical English	Exam Skills	
Tourism and Hospitality		

Intensive 30 Lessons		2 Weeks
Timetable (09:00–14:30)		£750
Standard (09:00–12:15) Choose one course:	Booster Classes (12:55–14:30) Choose two classes:	
Finance	Conversation	
Law	Pronunciation	
Marketing	Writing Skills	
Media	Business Proficiency	
Medical English	Exam Skills	
Tourism and Hospitality		

Terms and conditions apply.

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For more information please visit www.roseofyork.co.uk

