



Rose of York
Language School
London



ENGLISH FOR SPECIFIC PURPOSES

ABOUT THE COURSE

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 sectors:

- 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.

This course aims to:

- 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 2 weeks to 2 months
- All around the year
- 3 hours of class every day
- From £325 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.

This course aims to:

- Enable students to write a contract and extract key information for clients
- Develop language used to communicate in a court of law and to argue a case for your client
- Help students understand and discuss the differences in civil, common and criminal law and terminology used in the legal profession

Course details:

- Study for 2 weeks to 2 months
- All around the year
- 3 hours of class every day
- From £325 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.

This course aims to:

- 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
- Encourage students to present a marketing campaign, manage successful meetings and develop debating and negotiation skills

Course details:

- Study for 2 weeks to 2 months
- All around the year
- 3 hours of class every day
- From £325 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.

This course aims to:

- Cover 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
- Help students analyse media and communications issues and the language used

Course details:

- Study for 2 weeks to 2 months
- All around the year
- 3 hours of class every day
- From £325 per week



MEDICAL

The ESP Medical English course is aimed at healthcare professionals, university students and generally those working in the 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.

This course aims to:

- Explore articles relating to current medical developments, treatments and patients' records
- Encourage students to write prescriptions, discuss symptoms and diagnoses
- Prepare students to give presentations using key terminology and language functions specific to medical English
- Develop ways to communicate with and reassure patients

Course details:

- Study for 2 weeks to 2 months
- All around the year
- 3 hours of class every day
- From £325 per week



TOURISM AND HOSPITALITY

The ESP Tourism and Hospitality course is aimed at individuals working in the tourism and hospitality sectors, as well as individuals looking to develop their professional language skills to 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.

This course aims to:

- Encourage participation in case studies and role plays
- Develop language skills needed to manage guests and staff, produce promotional material, write reports and conduct customer satisfaction surveys
- Expand hotel and culinary vocabulary and functional language to handle situations such as customer complaints and making recommendations

Course details:

- Study for 2 weeks to 2 months
- All around the year
- 3 hours of class every day
- From £325 per week



PRICE LIST

English for Specific Purposes (ESP)

Standard	20 Lessons / 15 hours	
Timetable	Courses Available Choose one course:	1-4 Weeks
09:00-12:15	Finance	£325
	Law	
	Marketing	
	Media	
	Medical English	
	Tourism and Hospitality	

Semi Intensive	25 Lessons / 18.75 hours	
Timetable	Courses Available Choose one course:	1-4 Weeks
09:00-13:40	Finance	£416
	Law	
	Marketing	
	Media	
	Medical English	
	Tourism and Hospitality	

Intensive	30 Lessons / 22.5 hours	
Timetable	Courses Available Choose one course:	1-4 Weeks
09:00-14:30	Finance	£509
	Law	
	Marketing	
	Media	
	Medical English	
	Tourism and Hospitality	

Terms and conditions apply.

For more information please visit www.roseofyork.com or email us at hello@roseofyork.com

