

PROFESSIONAL  
CERTIFICATE IN SPOKEN  
& WRITTEN ENGLISH FOR  
FORMAL PRESENTATION  
& REPORTING PURPOSES



International School  
*Of* Management

— UNLOCKING KNOWLEDGE —

# INTRODUCTION



This course is designed for all persons who are required to give account of their functions, it may be in the form of reports or presentation to supervisors, management, customers, or regulators. However, while English is a borrowed language to Nigerians, it is considered our primary business (and about the most accepted everyday) language. Pigeon English (Broken) is not an English Language neither is it an acceptable alternative; it is a street version and a crude mixture of some English words and local slangs. This could present a challenge for people in the workplace especially within the lower and middle cadres who face clients for presentation and dialogues.

Presenting and communicating are not merely sending messages. They are about being able to use a borrowed language proficiently, whether one is writing or speaking. Grammar correctness ensures clarity, facilitates understanding, communicates competence, and enhances the company's and the employees' professional images. It can also improve customer service when staff members are able to communicate with clients, internal parties, and the larger public clearly and effectively.

This training program aims to help learners in corporate environments to become more proficient in speaking and presenting in English for business purpose: dialogue, and general communication purposes. The focus will be on grammar, syntax, presentation styles and audience management. Delegates will develop the skills to communicate in person, using electronic media, telephone, and IT applications. They will also develop their confidence in speaking and honing their styles.



## **COURSE OBJECTIVES**

At the end of the program, the participants are expected to:

- ⌘ Have undergone a review of grammar and speaking rules
- ⌘ Pass any exam in communication & English competencies.
- ⌘ Be more confident in their presentation and communication
- ⌘ Be able to move on to the next phase of business writing & communication.

## **COURSE METHODOLOGY**

The program will require learners to work and learn in and out of the classroom. The workshop sessions will be highly interactive, providing the learners with a laboratory to apply and practice the theoretical knowledge presented. Mental and physical activities, mini-lectures, quizzes, games, exercises, and diagnostic tests will drive home the learnings and will provide the learners with a fun learning environment.

The learning will extend beyond the classroom as learners work on take-home exercises and apply the lessons to work situations. The goal is to provide opportunities for immediate and practical application so that learners can absorb and retain the lessons.

## **COURSE PRE-REQUISITE**

Each learner should submit at least one week before the class sessions:

- ⌘ Copy of short write-up (one page) introducing their professional profiles.
- ⌘ A 5-slide long presentation on Key Stakeholders in their industry.

# COURSE OUTLINE BY MODULE

Modules covered include the following amongst others:

## **MODULE 1**

- ‡ General Diagnostic Test
- ‡ Discussion of Results & Priorities

## **MODULE 2**

- ‡ Energizer Game: Word Jigsaw
- ‡ Grammar Accuracy & Syntax
- ‡ Business Lexis for Analyst
- ‡ Spot the Mistakes
- ‡ Post-Quiz

## **MODULE 3**

- ‡ Energizer Game: Storytelling
- ‡ Pre-Quiz
- ‡ Mini-Lecture
- ‡ Workbook Exercises
- ‡ Spot the Mistakes
- ‡ Conversation Practice
- ‡ Post-Quiz
- ‡ Handling Arguments

## **MODULE 4**

- ‡ Energizer Game: Grammar Game
- ‡ Pre-Quiz
- ‡ MS Power Point Skills
- ‡ Presentation Content and Flow
- ‡ Spontaneous Communication
- ‡ Using the AWSM Presentation Framework

## **MODULE 5**

- ‡ Mini-Lecture
- ‡ Workbook Exercises
- ‡ Spot the Mistakes
- ‡ Conversation Practice
- ‡ Post-Quiz
- ‡ Writing Assignment
- ‡ Mini-Lecture
- ‡ Group Activity: Speaking Challenge

# COURSE OUTLINES (CONT'D)

## **MODULE 6**

- ‡ Energizer Game: Listen, Catch, Respond
- ‡ Pre-Quiz
- ‡ Mini-Lecture
- ‡ Practical Exercises
- ‡ Spot the Mistakes
- ‡ Conversation Practice
- ‡ Post-Quiz

## **MODULE 7**

- ‡ Energizer Game: Memory Game
- ‡ Pre-Quiz
- ‡ Mini-Lecture
- ‡ Practical Exercises
- ‡ Spot the Mistakes
- ‡ Conversation Practice
- ‡ Post-Quiz

## **MODULE 8**

- ‡ Presenting and Defending proposals
- ‡ Final Review and Accomplishment Test
- ‡ Final Q & A

# REGISTRATION & ENQUIRIES

**Registration:** N15, 000 (non-refundable)

**Tuition:** N300, 000

**Duration:** 3 Days (with extended 2 weeks of online exercises)

## **FOR FURTHER ENQUIRIES, PLEASE CONTACT:**

### **International School of Management, (ISM) Lagos**

7<sup>th</sup> Floor, Mulliners Tower

39 Alfred Rewane Road, Ikoyi Lagos

Tel: 08090890909, 08085369898, 08085369976, 08086815957

Email: registrar@ism.edu.ng

Website: www.ism.edu.ng

Please make cheque/payment available to:

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