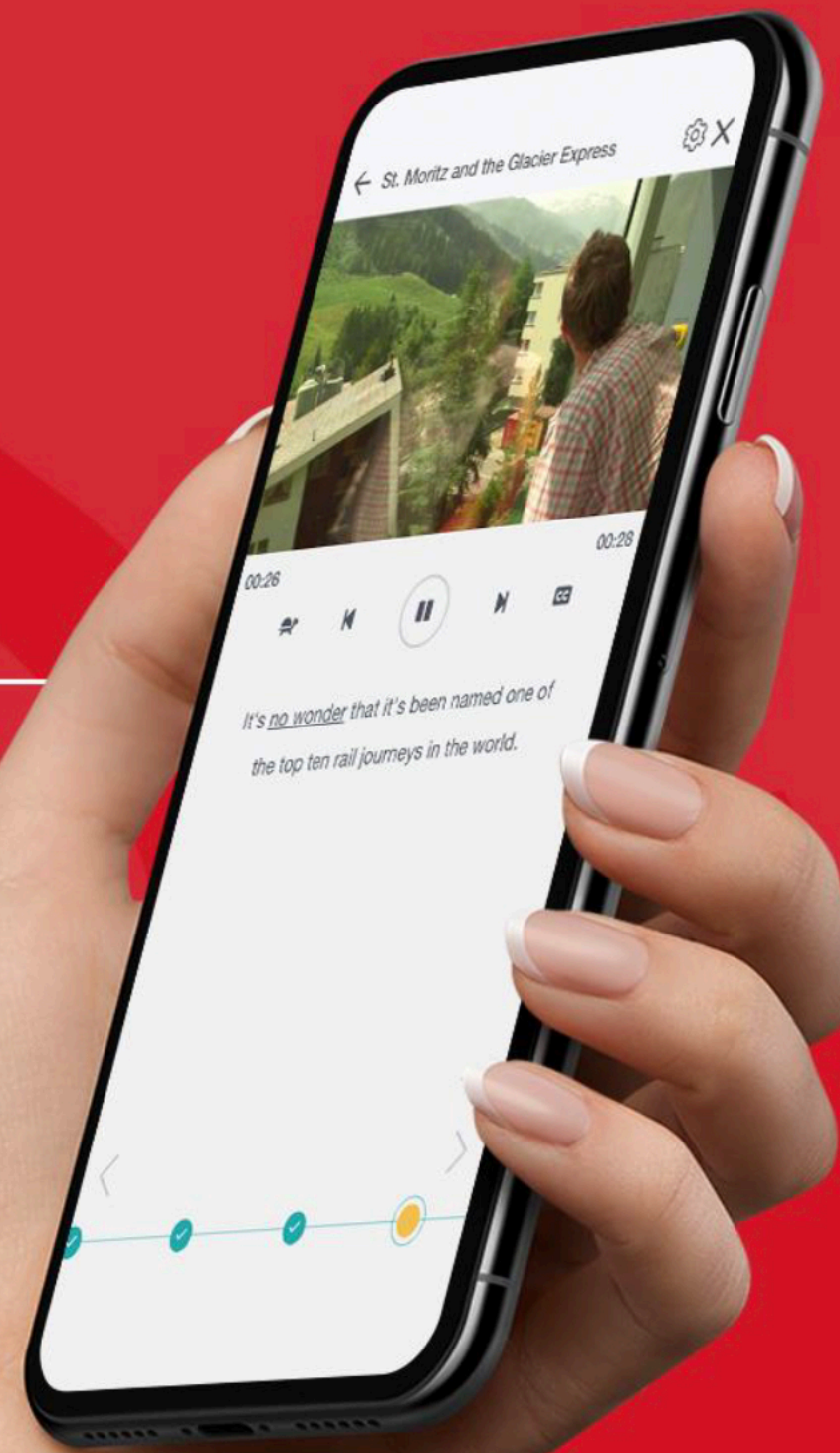


# ENGLISH PROGRAM CATALOG





# The EnglishCentral Level Up Guarantee

## Eligibility for 100% Commit Guarantee

If you follow the EnglishCentral program and Watch, Learn, Speak, and GoLive! 1 video per day, we guarantee you will Level Up in 3 months or we give you 100% of your money back.

English Language  
Learning

## What does “Level Up” Mean?

EnglishCentral has seven levels that correspond to certain levels on the TOEIC Speaking and OPIc Tests. See our Blog Post on levels for more information.





# It really works!

Premium Users who follow our weekly formula for 12 weeks can expect to improve their TOEIC score by over 100 points\*.

English Language Learning

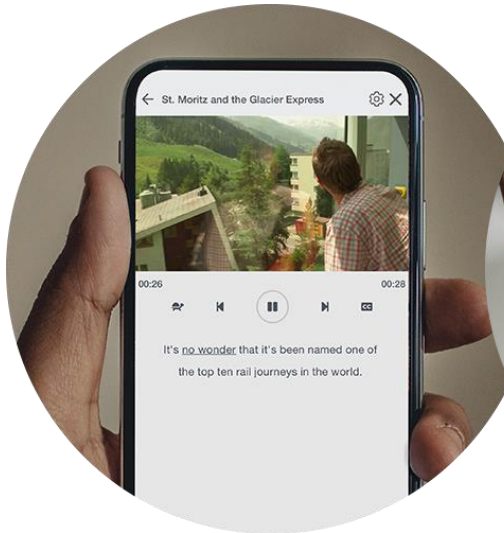
A library of over 10,000 video lessons created by using trending videos and courses from National Geographic, TED, YouTube, Cambridge University Press.

Every video has been semantically tagged with in-context definitions, creating a unique learner's dictionary with over 200,000 word definitions.

Users get instant feedback on their pronunciation and fluency in comparison to native speakers using a proprietary speech engine trained on over 600,000,000 utterances.

A platform that seamlessly integrates with live 1 on 1 tutoring designed around each video. Tutoring includes Level Test and Level Up Guarantee.

## WATCH 1



## LEARN 2



## SPEAK 3



## GOLIVE! 4



\*Based on research from over 100 partner universities worldwide. The EnglishCentral weekly formula means: watching 5 minutes of video per week, learning 75 new words from those videos, and speaking a minimum of 10 minutes using the IntelliSpeech<sup>SM</sup> assessment system. Visit our [blog.englishcentral.com](http://blog.englishcentral.com) for case studies.



# EnglishCentral Course Offer

English Language Learning

## Video Library

The largest video library of authentic, leveled language-learning content organized by subject area including:

- Academic English
- Business English
- Career English
- Media English
- Social English
- Travel English
- Young Learners
- Pronunciation
- Vocabulary

## Learning System

A learning system based on research showing how input, output, motivation, and corrective feedback at the right time help students acquire a second language.

## IntelliSpeech<sup>SM</sup>

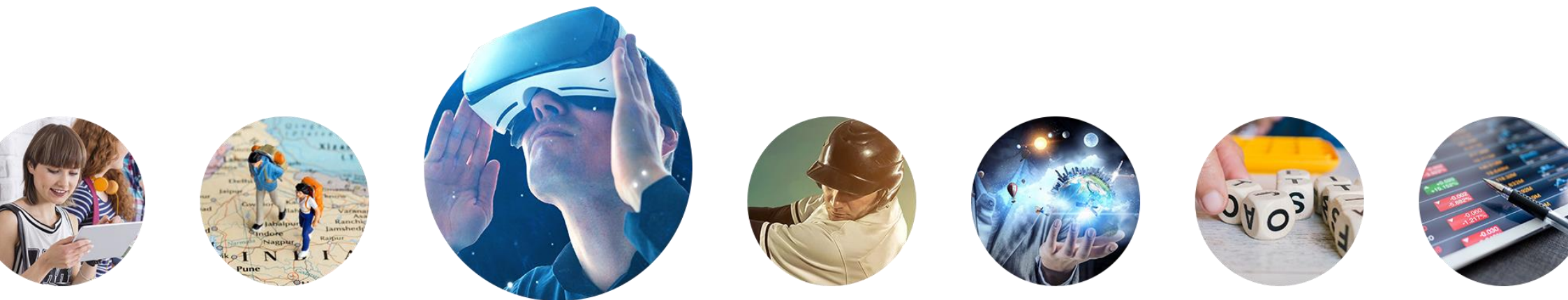
Our own IntelliSpeech<sup>SM</sup> technology designed to give students immediate pronunciation feedback and an ongoing assessment of their specific pronunciation challenges.

## Vocab Development

A structured video vocabulary-building system that allows students to monitor their progress and attain learning goals.

## Teacher Tools

Extensive “Teacher Tools” to track individual student activity and performance to ensure accurate, data-informed assessment.





# Pedagogical Approach

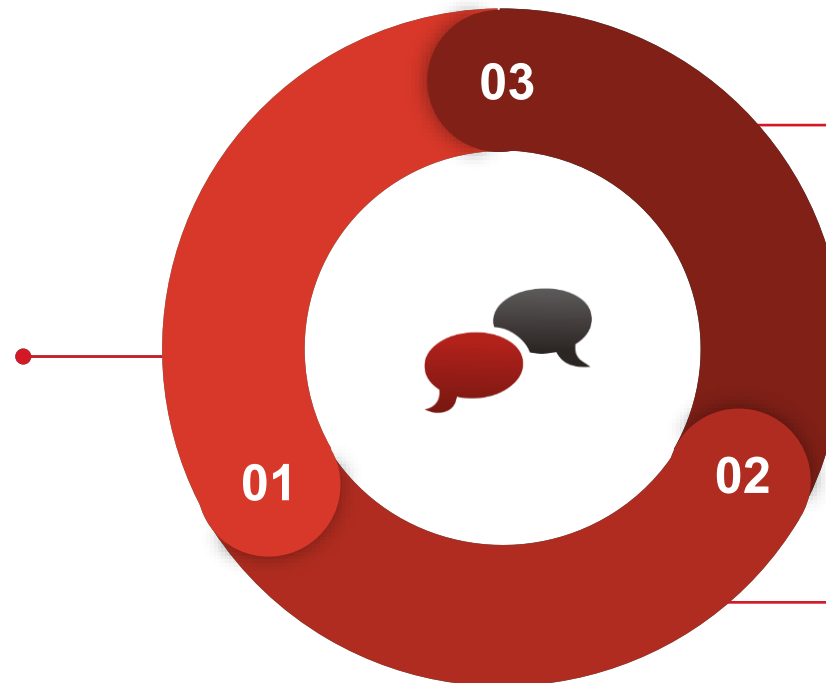
English Language  
Learning

**Three key principles to a successful learning experience with EnglishCentral.**

## Motivating Content

“ I think about ninety percent of the problem in teaching, or maybe ninety-eight percent, is just to help the students get interested.”

**Noam Chomsky**



## Context-Based Learning

“ Learning from context is so important that some studies suggest that first language learners learn most of their vocabulary in this way.”

**Paul Nation**

## Comprehensible Input

“ The best methods are therefore those that supply ‘comprehensible input’ in low anxiety situations, containing messages that students really want to hear.”

**Stephen Krashen**



# Pedagogical Approach

## The science behind the approach.

01

### Motivating Content

**Motivation** is the *sine qua non* of learning English. Language acquisition requires constant practice over a prolonged period of time. Without motivation and sustained engagement, real progress is impossible. The premise behind EnglishCentral's "YouTube for Language Learning Approach" is to provide learners with materials that engage them on topics they find interesting at their English level.

02

### Comprehensible Input

**Comprehensible input** is a natural, intuitive, and subconscious process of which individuals acquire language. This process is similar to the process that children undergo when learning their native language. Acquisition requires meaningful interaction in the language, during which the acquirer is focused on meaning rather than form.

03

### Context-Based Learning

**Context-Based Learning** is a pedagogical methodology that centers around making learning meaningful to students by connecting to the real world. Contextual teaching situates language learning in real-life contexts to which students can relate. EnglishCentral fully integrates Context-Based Learning in its approach by enabling learners to acquire vocabulary and practice speaking in the context of an interactive video based on real-life situations.



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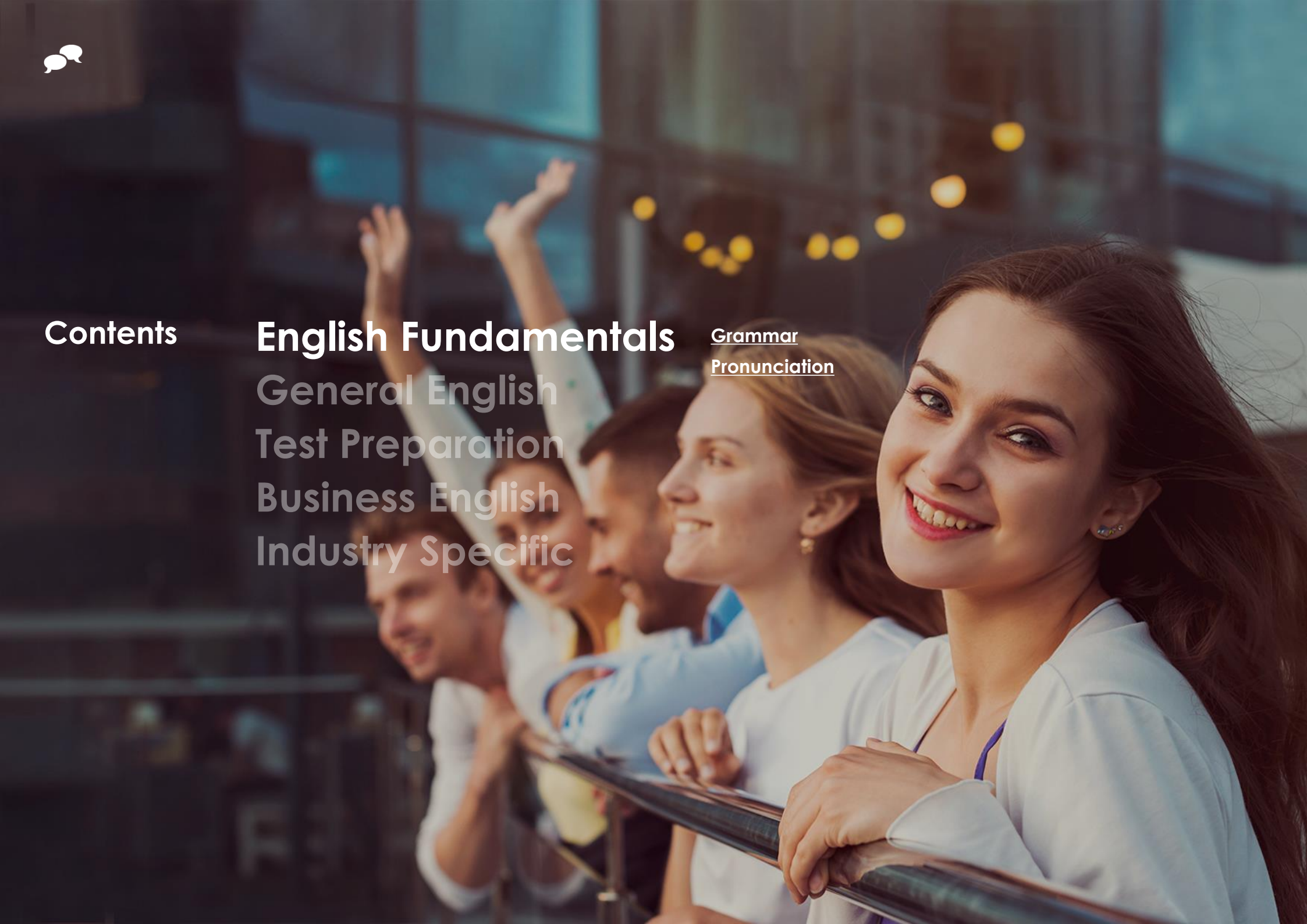
Pronunciation

General English

Test Preparation

Business English

Industry Specific







# Skill Level Chart

English  
Fundamentals

## Grammar

★ Beginner	Basic Prepositions
★ Beginner	Making Nouns Plural
★ Beginner	Using Pronouns
★ Beginner	Using Question Words
★ Beginner	Adjectives: Comparatives and Superlatives
★ Beginner	Subject-Verb Agreement Basics
★ Intermediate	Verbs: Simple tenses
★ Intermediate	The Simple Perfect Tenses
★ Intermediate	Adverbs: Place, Manner & Degree
★ Intermediate	Countable and Uncountable Nouns
★ Advanced	Adjectives: Much, Many, Some and Any
★ Advanced	Time & Frequency

## Pronunciation

★ Beginner	Linking Words
★ Beginner	Word Stress
★ Beginner	Top 10 Pronunciation Challenges for Japanese Speakers
★ Beginner	Top 10 Pronunciation Challenges for Turkish Speakers
★ Beginner	Top 10 Pronunciation Challenges for Korean Speakers
★ Beginner	Top 10 Pronunciation Challenges for Chinese Speakers
★ Beginner	Top 10 Pronunciation Challenges for Portuguese Speakers
★ Beginner	Top 10 Pronunciation Challenges for Spanish Speakers
★ Beginner	Top 10 Pronunciation Challenges for Vietnamese Speakers
★ Beginner	Top 10 Pronunciation Challenges of EnglishCentral Learners
★ Advanced	Top 5 Most Commonly Used Vowels



# Grammar 1/2

Sharpen your grammar skills with lessons on word combinations and sentence structures.



English  
Fundamentals

Course	Level	Units	Topics
<b>Basic Prepositions</b>	★ Beginner	4 units	<ul style="list-style-type: none"> <li>• Prepositions of Time</li> <li>• Prepositions of Place</li> <li>• Prepositions of Movement</li> </ul>
<b>Making Nouns Plural</b>	★ Beginner	16 units	<ul style="list-style-type: none"> <li>• Regular Nouns, Irregular Nouns</li> <li>• Nouns Ending in - O, F</li> <li>• Nouns Ending in - X, Y</li> <li>• Nouns Ending in - CH, SH</li> <li>• Latin Forms</li> </ul>
<b>Using Pronouns</b>	★ Beginner	4 units	<ul style="list-style-type: none"> <li>• Singular pronouns</li> <li>• Plural pronouns</li> <li>• Two pronouns at once</li> </ul>
<b>Using Question Words</b>	★ Beginner	3 units	<ul style="list-style-type: none"> <li>• Question words</li> <li>• Structure</li> <li>• Ending with Pre positions</li> </ul>
<b>Adjective: Comparatives and Superlatives</b>	★ Beginner	5 units	<ul style="list-style-type: none"> <li>• Adding -ER and -EST</li> <li>• Using MORE, MOST, LESS and LEAST</li> <li>• Forming irregular adjectives</li> <li>• Comparing with the word AS</li> </ul>
<b>Subject-Verb Agreement Basics</b>	★ Beginner	3 units	<ul style="list-style-type: none"> <li>• Finding Subjects and Verbs</li> <li>• Rule 1: Singular Subject + Singular Verb</li> <li>• Rule 2: Plural Subject + Plural Verb</li> </ul>



# Grammar 2/2

Sharpen your grammar skills with lessons on word combinations and sentence structures.



English  
Fundamentals

Course	Level	Units	Topics
<b>Verbs: Simple Tenses</b>	★ Intermediate	3 units	<ul style="list-style-type: none"> <li>Using simple base forms</li> <li>Adding -S and -ES</li> <li>Adding -D and -ED</li> <li>Using WILL and GOING TO</li> </ul>
<b>The Simple Perfect Tenses</b>	★ Intermediate	5 units	<ul style="list-style-type: none"> <li>The Past Perfect Tense</li> <li>The Present Perfect Tense</li> <li>The Future Perfect Tense</li> </ul>
<b>Adverbs of Place, Manner, &amp; Degree</b>	★ Intermediate	4 units	<ul style="list-style-type: none"> <li>Adverbs of Place</li> <li>Adverbs of Manner</li> <li>Adverbs of Degree</li> </ul>
<b>Countable and Uncountable Nouns</b>	★ Intermediate	4 units	<ul style="list-style-type: none"> <li>Countable Nouns</li> <li>Uncountable Nouns</li> <li>Collective Nouns</li> <li>Using Articles with Nouns</li> </ul>
<b>Adjectives: Much, Many, Some, Any</b>	★ Advanced	4 units	<ul style="list-style-type: none"> <li>For countable amounts</li> <li>For uncountable amounts</li> <li>For unspecified amounts</li> </ul>
<b>Time &amp; Frequency</b>	★ Advanced	5 units	<ul style="list-style-type: none"> <li>Definite Periods</li> <li>Indefinite Periods</li> <li>Definite Frequency</li> <li>Indefinite Frequency</li> </ul>



# Pronunciation 1/2

Polish your pronunciation by mastering how letters and word sounds are spoken.



English  
Fundamentals

Course	Level	Units	Topics
<b>Linking Words</b>	★ Beginner	4 units	<ul style="list-style-type: none"> <li>• What is Linking?</li> <li>• Linking Vowel to Vowel</li> <li>• Linking Consonant to Vowel</li> <li>• Linking Consonant to Consonant</li> </ul>
<b>Word Stress</b>	★ Beginner	3 units	<ul style="list-style-type: none"> <li>• Introduction to Stress</li> <li>• Syllables within Words</li> <li>• Verbs endings: -ing</li> <li>• Function words</li> <li>• Intonation: Questions vs. Statements</li> </ul>
<b>Top 10 Pronunciation Challenges for Japanese Speakers</b>	★ Beginner	10 units	<ul style="list-style-type: none"> <li>• Forming the /i/ Sound</li> <li>• Forming the /æ/ Sound</li> <li>• Forming the /ɜ:/ Sound</li> <li>• Forming the /l/ Sound</li> </ul>
<b>Top 10 Pronunciation Challenges for Turkish Speakers</b>	★ Beginner	10 units	<ul style="list-style-type: none"> <li>• Forming the /i/ Sound</li> <li>• Forming the /ð/ Sound</li> <li>• Forming the /e/ Sound</li> <li>• Forming the /d/ Sound</li> </ul>
<b>Top 10 Pronunciation Challenges for Korean Speakers</b>	★ Beginner	10 units	<ul style="list-style-type: none"> <li>• Forming the /ə/ Sound</li> <li>• Forming the /l/ Sound</li> <li>• Forming the /ɹ/ Sound</li> <li>• Forming the /v/ Sound</li> </ul>
<b>Top 10 Pronunciation Challenges for Chinese Speakers</b>	★ Beginner	10 units	<ul style="list-style-type: none"> <li>• Forming the /ð/ Sound</li> <li>• Forming the /i/ Sound</li> <li>• Forming the /z/ Sound</li> <li>• Forming the /n/ Sound</li> </ul>



# Pronunciation 2/2

Polish your pronunciation by mastering how letters and word sounds are spoken.



English  
Fundamentals

Course	Level	Units	Topics
<b>Top 10 Pronunciation Challenges for Portuguese Speakers</b>	★ Beginner	10 units	<ul style="list-style-type: none"> <li>Forming the /i/ Sound</li> <li>Forming the /æ/ Sound</li> <li>Forming the /ε/ Sound</li> <li>Forming the /l/ Sound</li> </ul>
<b>Top 10 Pronunciation Challenges for Spanish Speakers</b>	★ Beginner	10 units	<ul style="list-style-type: none"> <li>Forming the /ð/ Sound</li> <li>Forming the /z/ Sound</li> <li>Forming the /j/ Sound</li> <li>Forming the /v/ Sound</li> </ul>
<b>Top 10 Pronunciation Challenges for Vietnamese Speakers</b>	★ Beginner	10 units	<ul style="list-style-type: none"> <li>Forming the /t/ Sound</li> <li>Forming the /k/ Sound</li> <li>Forming the /ð/ Sound</li> <li>Forming the /d/ Sound</li> </ul>
<b>Top 10 Pronunciation Challenges of English Learners</b>	★ Beginner	10 units	<ul style="list-style-type: none"> <li>Forming the /i/ Sound</li> <li>Forming the /e/ Sound</li> <li>Forming the /ð/ Sound</li> <li>Forming the /v/ Sound</li> </ul>
<b>Top 5 Most Commonly Used Vowels</b>	★ Advanced	5 units	<ul style="list-style-type: none"> <li>Introduction to Stress</li> <li>Syllables within Words</li> <li>Verbs endings: -ing</li> <li>Function words</li> <li>Intonation: Questions vs. Statements</li> </ul>



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Industry Specific

Daily Life

Media & Celebrities

Global Issues & News

Travel





# Skill Level Chart

General English

## Daily Life

- ★ **Beginner** Everyday English
- ★ **Beginner** Communication Spotlight 1
- ★ **Intermediate** Communication Spotlight 2
- ★ **Advanced** Communication Spotlight 3
- ★ **Advanced** How to Do Anything
- ★ **Advanced** Slang & Informal Words

## Media & Celebrities

- ★ **Intermediate** Media English Series 1
- ★ **Advanced** Media English Series 2
- ★ **Advanced** At the Movies
- ★ **Advanced** Famous Speeches

## Global Issues & News

- ★ **Advanced** Global issues
- ★ **Advanced** Voice of America: World News

## Travel

- ★ **Beginner** Travelling Abroad
- ★ **Beginner** Fascinating Places 1
- ★ **Intermediate** Fascinating Places 2
- ★ **Intermediate** Exciting Activities 1
- ★ **Advanced** Exciting Activities 2
- ★ **Advanced** World Destinations



# Daily Life

Level up your English for everyday situations, routines, family life, and work.

General English



Course	Level	Units	Topics
<b>Everyday English</b>	★ Beginner	8 units	<ul style="list-style-type: none"> <li>• Describing Yourself</li> <li>• Work-related Matters</li> <li>• Social Occasions</li> <li>• Daily Activities</li> <li>• Life Experiences</li> <li>• Simply Suggestions</li> </ul>
<b>Communication Spotlight 1</b>	★ Beginner	16 units	<ul style="list-style-type: none"> <li>• How do you spell that?</li> <li>• What's this in English?</li> <li>• Can you open the window?</li> <li>• I like tea</li> <li>• She's studying</li> <li>• What's the date today?</li> <li>• What do you mean?</li> </ul>
<b>Communication Spotlight 2</b>	★ Intermediate	16 units	<ul style="list-style-type: none"> <li>• Choices and implications</li> <li>• Risks and hazards</li> <li>• Language and communication</li> <li>• Differences and diversity</li> <li>• The world we live in</li> <li>• Behaving the way we do</li> </ul>
<b>Communication Spotlight 3</b>	★ Advanced	16 units	<ul style="list-style-type: none"> <li>• How do you spell that?</li> <li>• I usually get up at six</li> <li>• It's next to the window</li> <li>• That's my cousin</li> <li>• How was the concert?</li> <li>• I'm looking for the museum</li> </ul>
<b>How to Do Anything</b>	★ Advanced	10 units	<ul style="list-style-type: none"> <li>• The Olympic Games</li> <li>• Just Amazing</li> <li>• Inspiration</li> <li>• Commercials</li> <li>• Basketball</li> <li>• Athletes Speak Up</li> <li>• Talking About Sports</li> <li>• Legends</li> <li>• Sports Advice</li> <li>• Go for It!</li> </ul>
<b>Slang &amp; Informal Words</b>	★ Advanced	6 units	<ul style="list-style-type: none"> <li>• Hellos and Goodbyes</li> <li>• Do You Agree?</li> <li>• Family and Friends</li> <li>• Body Language</li> <li>• Describing Things &amp; Situations</li> <li>• Everyday Life</li> </ul>





# Media & Celebrities

Learn English while also being entertained with courses on movies, TV, and celebrities.

General English



Course	Level	Topics
<b>Media English 1</b>	★ Intermediate	<ul style="list-style-type: none"> <li>• You and Me</li> <li>• My Life</li> <li>• What Happened?</li> <li>• That's Inspiring!</li> <li>• All for One, One for All</li> <li>• Being Unique</li> </ul>
<b>Media English 2</b>	★ Advanced	<ul style="list-style-type: none"> <li>• First Impressions</li> <li>• I Have to Get Motivated!</li> <li>• Who's in Charge?</li> <li>• Just Do Your Best!</li> <li>• That's Cool!</li> <li>• It's a New Day!</li> </ul>
<b>At the Movies</b>	★ Advanced	<ul style="list-style-type: none"> <li>• Action</li> <li>• Romance</li> <li>• Comedy</li> </ul>
<b>Famous Speeches</b>	★ Advanced	<ul style="list-style-type: none"> <li>• Celebrities</li> <li>• Inspiration</li> <li>• Issues</li> <li>• Graduation</li> <li>• War</li> </ul>



# Global Issues & News

Learn English through current events and important global issues.

General English



Course	Level	Topics
<b>Global issues</b>	★ Advanced	<ul style="list-style-type: none"> <li>• Leadership</li> <li>• Elections</li> <li>• International Relations</li> <li>• Political Systems</li> <li>• Economics</li> <li>• The Media</li> <li>• The Environment</li> </ul>
<b>Voice of America: World News</b>	★ Advanced	<ul style="list-style-type: none"> <li>• Arts &amp; Entertainment</li> <li>• Economy</li> <li>• Science &amp; Technology</li> </ul>



# Travel

Explore the world or prepare for going abroad with courses on famous places and travel tips.

General English



Course	Level	Units	Topics
<b>Travelling Abroad</b>	★ Beginner	5 units	<ul style="list-style-type: none"> <li>• Hello and Farewell</li> <li>• Basic Necessities</li> <li>• Everyday Life</li> <li>• Things You Have to Do</li> <li>• Going Out</li> </ul> <ul style="list-style-type: none"> <li>• Special Events</li> <li>• Vacation Options</li> <li>• Surviving Work Overseas</li> <li>• Talking about Trivia</li> <li>• Talking about News and Issues</li> </ul>
<b>Fascinating Places 1</b>	★ Beginner	5 units	<ul style="list-style-type: none"> <li>• On the Street and in School</li> <li>• The Ancient and the Modern</li> </ul> <ul style="list-style-type: none"> <li>• Man-made Feasts</li> <li>• A World of Water</li> </ul>
<b>Fascinating Places 2</b>	★ Intermediate	5 units	<ul style="list-style-type: none"> <li>• The Knife Market</li> <li>• Tourist Attractions</li> </ul> <ul style="list-style-type: none"> <li>• Ancient and Modern Cities</li> </ul>
<b>Exciting Activities 1</b>	★ Intermediate	5 units	<ul style="list-style-type: none"> <li>• Festivals</li> <li>• Physical Challenges</li> </ul> <ul style="list-style-type: none"> <li>• Adventures</li> <li>• Architecture</li> </ul>
<b>Exciting Activities 2</b>	★ Advanced	5 units	<ul style="list-style-type: none"> <li>• Festivals</li> <li>• Physical Challenges</li> </ul> <ul style="list-style-type: none"> <li>• Adventures</li> <li>• Architecture</li> </ul>
<b>World Destinations</b>	★ Advanced	4 units	<ul style="list-style-type: none"> <li>• Western Europe</li> <li>• Southern Europe and Africa</li> <li>• Russia and India</li> <li>• The U.S. and Canada</li> <li>• South America</li> </ul> <ul style="list-style-type: none"> <li>• Australia and New Zealand</li> <li>• The Middle East</li> <li>• East Asia</li> <li>• Southeast Asia</li> </ul>



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TOEIC





# Skill Level Chart

Test Preparation

## IELTS

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★ **Intermediate** IELTS Review

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## OPIc

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★ **Intermediate** OPIc Review

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## TOEFL

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★ **Advanced** TOEFL Review

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## TOEIC

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★ **Beginner** TOEIC Review: Business Basics

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★ **Intermediate** TOEIC Review: Business Operations

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★ **Intermediate** TOEIC Review: Company Administration

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★ **Intermediate** TOEIC Review: Customers and Clients

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★ **Advanced** TOEIC Review: Sales and Marketing

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# IELTS/OPIc/TOEFL

Prepare for various language proficiency examinations, such as IELTS, OPIc, and TOEFL.

Test preparation



Course	Level	Units	Topics
<b>IELTS Review</b>	★ Intermediate	5 units	<ul style="list-style-type: none"><li>• Listening to Everyday Conversations</li><li>• Listening to University Conversations and Lectures</li><li>• Speaking About Yourself and Your Family</li><li>• Speaking About a Topic</li></ul>
<b>OPIc Review</b>	★ Intermediate	10 units	<ul style="list-style-type: none"><li>• Introducing yourself</li><li>• Talking about employment history</li><li>• Describing people's characteristics</li><li>• Explaining about relationship</li></ul>
<b>TOEFL Review</b>	★ Advanced	9 units	<ul style="list-style-type: none"><li>• Listening to Everyday Conversations</li><li>• Listening to Lectures</li><li>• Speaking About Familiar Topics</li><li>• Speaking About a Topic</li></ul>



# TOEIC

Prepare for the Test of English for International Communication (TOEIC).

Test preparation



Course	Level	Units	Topics
<b>TOEIC Review: Business Basics</b>	★ Beginner	5 units	<ul style="list-style-type: none"><li>• Nouns, verbs, adjectives and adverbs</li><li>• The present tense</li><li>• The past tense</li><li>• The present perfect tense</li><li>• The future tense</li></ul>
<b>TOEIC Review: Business Operations</b>	★ Intermediate	5 units	<ul style="list-style-type: none"><li>• Demonstratives</li><li>• Pronouns</li><li>• Nouns and articles</li><li>• Linking words</li><li>• Passives</li></ul>
<b>TOEIC Review: Company Administration</b>	★ Intermediate	5 units	<ul style="list-style-type: none"><li>• Modals</li><li>• Prepositions</li></ul>
<b>TOEIC Review: Customers and Clients</b>	★ Intermediate	5 units	<ul style="list-style-type: none"><li>• Questions</li><li>• Reported speech</li><li>• Adjectives and adverbs</li><li>• Comparatives and superlatives</li></ul>
<b>TOEIC Review: Sales and Marketing</b>	★ Advanced	5 units	<ul style="list-style-type: none"><li>• Relative pronouns</li><li>• Linking words</li><li>• Verb patterns</li><li>• Phrasal verbs</li></ul>



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Presentation Skills

Business Meetings (New)

Business Culture (New)

Negotiation Strategies (New)

Business English for Rookies (New)





# Skill Level Chart

Business English

## Business Communication

- ★ **Beginner** Business English 1
- ★ **Intermediate** Business English 2
- ★ **Advanced** Business English 3
- ★ **Advanced** Business Communication

## Presentation Skills

- ★ **Intermediate** Presentation Skills
- ★ **Intermediate** Conversations Topics 1
- ★ **Advanced** Conversations Topics 2
- ★ **Advanced** Debate It!

## Business Management and Leadership

- ★ **Intermediate** Getting a Job
- ★ **Intermediate** Business English with Steve Jobs
- ★ **Advanced** Starting a Business
- ★ **Advanced** Business in Practice
- ★ **Advanced** Business Leadership



# Business Communication

Touch up on workplace communication skills with professional conversations and expressions.

Business English



Course	Level	Units	Topics
<b>Business English 1</b>	★ Beginner	10 units	<ul style="list-style-type: none"> <li>• Meeting people</li> <li>• Socializing</li> <li>• Meetings</li> <li>• Telephoning</li> <li>• Travel talk</li> </ul> <ul style="list-style-type: none"> <li>• Presentation practice</li> <li>• Business skills</li> <li>• Marketing</li> <li>• At the hotel</li> <li>• Famous people</li> </ul>
<b>Business English 2</b>	★ Intermediate	10 units	<ul style="list-style-type: none"> <li>• Meetings and greetings</li> <li>• Socializing</li> <li>• Meetings</li> <li>• Telephoning</li> <li>• Travel talk</li> </ul> <ul style="list-style-type: none"> <li>• Presenting</li> <li>• Skills focus</li> <li>• On the job</li> <li>• In the news</li> <li>• CEOs</li> </ul>
<b>Business English 3</b>	★ Advanced	10 units	<ul style="list-style-type: none"> <li>• Tips from the experts</li> <li>• Across cultures</li> <li>• Making meetings work</li> <li>• Presenting and public speaking</li> <li>• Business news</li> </ul> <ul style="list-style-type: none"> <li>• Thought leaders</li> <li>• The art of negotiation</li> <li>• Hi-tech talk</li> <li>• Finance</li> <li>• Global business leaders</li> </ul>
<b>Business Communication</b>	★ Advanced	16 units	<ul style="list-style-type: none"> <li>• Telephone basics, and interactions</li> <li>• Making presentations stand out</li> <li>• Meetings: An Overview, Basics, Interactions</li> </ul> <ul style="list-style-type: none"> <li>• Socializing and discussing interests</li> <li>• Negotiations tactics</li> <li>• Business Writing</li> </ul>



# Business Management and Leadership

Learn what makes a successful leader from global icons and organization heads.

Business English



Course	Level	Units	Topics
<b>Getting a Job</b>	★ Intermediate	10 units	<ul style="list-style-type: none"> <li>• Inspiration and motivation</li> <li>• New product</li> <li>• In the news</li> <li>• Advice and criticism</li> <li>• Paying tribute</li> </ul>
<b>Business English with Steve Jobs</b>	★ Intermediate	5 units	<ul style="list-style-type: none"> <li>• Inspiration and motivation</li> <li>• New product</li> <li>• In the news</li> </ul>
<b>Starting a Business</b>	★ Advanced	11 units	<ul style="list-style-type: none"> <li>• Culture and its impact</li> <li>• Technology and business</li> <li>• Motivation</li> </ul>
<b>Business in Practice</b>	★ Advanced	14 units	<ul style="list-style-type: none"> <li>• Market entry strategies</li> <li>• Standardization and differentiation</li> </ul>
<b>Business Leadership</b>	★ Advanced	10 units	<ul style="list-style-type: none"> <li>• Starting a business</li> <li>• Securing a contract</li> </ul>



# Presentation Skills

Become an expert on delivering information through presentations, conversations, and debates.

Business English



Course	Level	Units	Topics
<b>Presentation Skills</b>	★ Intermediate	12 units	<ul style="list-style-type: none"> <li>• Getting started</li> <li>• Organizing your material</li> <li>• Grabbing audience attention</li> <li>• Providing details and moving on</li> <li>• Using visual aids</li> <li>• Providing support and examples</li> </ul>
<b>Conversations Topics 1</b>	★ Intermediate	10 units	<ul style="list-style-type: none"> <li>• Summarizing and describing</li> <li>• Hypothesizing</li> <li>• Concluding</li> <li>• Top tips and tricks</li> <li>• The best of TED talks</li> <li>• Inspiring models</li> </ul>
<b>Conversations Topics 2</b>	★ Advanced	12 units	<ul style="list-style-type: none"> <li>• What's your destiny?</li> <li>• It's your life!</li> <li>• A changing world</li> <li>• The human condition</li> <li>• The important things in life</li> </ul>
<b>Debate It!</b>	★ Advanced	5 units	<ul style="list-style-type: none"> <li>• Success and happiness</li> <li>• Dreams come true</li> <li>• Make the right choices!</li> <li>• Work, life, and death</li> <li>• Be super and be safe!</li> <li>• Personality tips</li> </ul>
			<ul style="list-style-type: none"> <li>• Use your judgment!</li> <li>• Cultural differences</li> <li>• Who's your role model?</li> <li>• The future is here!</li> <li>• The postmodern world</li> </ul>
			<ul style="list-style-type: none"> <li>• Life is tough!</li> <li>• Beliefs, secrets, and style</li> <li>• It's a long life!</li> <li>• The fire still burns!</li> <li>• Everyone is important!</li> <li>• Love, life, and stereotypes</li> </ul>
			<ul style="list-style-type: none"> <li>• I can't decide!</li> <li>• People and problems</li> <li>• Global issues</li> <li>• Celebrity shame</li> <li>• Strange but true</li> </ul>
			<ul style="list-style-type: none"> <li>• Jobs, jobs, jobs</li> <li>• Inspiration</li> <li>• Technology</li> <li>• Education and learning</li> <li>• No laughing matter</li> </ul>



# Skill Level Chart



Business English

## Business Communication

- ★ **Beginner**      Hosting Company Events
- ★ **Beginner**      Everyday Business English
- ★ **Beginner**      Telephoning
- ★ **Intermediate**      Teleconferencing Basics
- ★ **Advanced**      Business Correspondence: Invitations
- ★ **Advanced**      Conferences: Opening and Closing

## Presentation Skills

- ★ **Intermediate**      Business Presentations
- ★ **Advanced**      Advanced Presentation Strategies



# Skill Level Chart



Business English

## Business Meetings

- ★ **Beginner** Business Meetings for Beginners
- ★ **Intermediate** Internal Meetings
- ★ **Intermediate** Meetings for Projects
- ★ **Advanced** External Meetings

## Business Culture

- ★ **Intermediate** Business Trips and Culture
- ★ **Advanced** North America
- ★ **Advanced** Europe
- ★ **Advanced** Middle East
- ★ **Advanced** Southeast Asia

## Negotiation Strategies

- ★ **Advanced** Introduction to Negotiations
- ★ **Advanced** Diplomatic Language
- ★ **Advanced** Special Strategies for Negotiation

## Business English for Rookies

- ★ **Beginner** Introduction to Biz English for Rookies
- ★ **Beginner** Tasks for Rookies
- ★ **Beginner** Meetings for Rookies
- ★ **Beginner** Social Interactions for Rookies



## Contents

English Fundamentals  
General English  
Test Preparation  
Business English  
**Industry Specific**

Energy

Engineering

Finance

Healthcare

Hospitality

Law

Military

Secretarial

Technology

Services

Transportation





# Skill Level Chart

Industry Specific

## Energy

★ **Advanced** English for the Energy Industries

## Engineering

★ **Beginner** Engineering

## Finance

★ **Intermediate** English for Banking

## Healthcare

★ **Beginner** Nursing

★ **Advanced** Good Practice: Medical English

## Hospitality

★ **Beginner** English for the Hotel Industry

★ **Beginner** English for the Service Industry

★ **Beginner** Food Service Industries

★ **Beginner** Hotels & Catering

★ **Intermediate** English for Hospitality and Tourism

## Law

★ **Advanced** English for Law

## Military

★ **Beginner** Air Force

★ **Beginner** Command and Control

★ **Beginner** Navy

## Secretarial

★ **Beginner** Secretarial

## Technology

★ **Beginner** Computer Engineering

★ **Beginner** Computing

★ **Beginner** Science

★ **Beginner** Software Engineering

★ **Advanced** English for IT Professionals

## Services

★ **Beginner** Call Centers

## Transportation

★ **Intermediate** Cabin Crew English

★ **Advanced** Aviation English for Pilots and ATCOs





# Energy/Engineering/Finance/Healthcare

Boost your career related English with content for Energy, Engineering, Finance, and Healthcare.

Industry Specific



Course	Level	Units	Topics
<b>Energy English for the Energy Industries</b>	★ Advanced	9 units	<ul style="list-style-type: none"> <li>• The basics of energy industries</li> <li>• Calculating and measuring</li> <li>• Describing equipment</li> <li>• Giving instructions and warnings</li> </ul>
			<ul style="list-style-type: none"> <li>• Describing systems</li> <li>• Talking about safety</li> <li>• Making comparisons</li> <li>• Describing processes and procedures</li> <li>• Giving advice</li> </ul>
<b>Engineering Engineering</b>	★ Beginner	15 units	<ul style="list-style-type: none"> <li>• Tools</li> <li>• Materials</li> <li>• Numbers</li> </ul>
			<ul style="list-style-type: none"> <li>• Engineering concepts</li> <li>• Converting measurements</li> <li>• Career options</li> </ul>
<b>Finance English for Banking</b>	★ Intermediate	5 units	<ul style="list-style-type: none"> <li>• Introduction to banking</li> <li>• Currency and technology</li> </ul>
			<ul style="list-style-type: none"> <li>• Assets and liabilities</li> </ul>
<b>Healthcare Nursing</b>	★ Beginner	15 units	<ul style="list-style-type: none"> <li>• Hospital staff</li> <li>• The circulatory system</li> </ul>
			<ul style="list-style-type: none"> <li>• Recognizing symptoms</li> <li>• Medication</li> </ul>
<b>Healthcare Good Practice: Medical English</b>	★ Advanced	12 units	<ul style="list-style-type: none"> <li>• Receiving the patient</li> <li>• The presenting complaint</li> <li>• Past medical and family history</li> <li>• The social history and telephone consultations</li> </ul>
			<ul style="list-style-type: none"> <li>• Examining a patient</li> <li>• Giving results</li> <li>• Planning treatment and closing the interview</li> </ul>



# Hospitality

Advance your English with topics on Food and Hospitality.

Industry Specific



Course	Level	Units	Topics
<b>English for the Hotel Industry</b>	★ Beginner	15 units	<ul style="list-style-type: none"><li>• Introductions</li><li>• The check-in</li><li>• The hotel bedroom</li><li>• Bathroom and porter</li><li>• Services in the hotel</li></ul>
<b>English for the Service Industry</b>	★ Beginner	8 units	<ul style="list-style-type: none"><li>• Job and career advancement</li><li>• On the job health and safety</li><li>• Support systems for injured workers</li><li>• Supervisors and teamwork</li></ul>
<b>Food Service Industries</b>	★ Beginner	15 units	<ul style="list-style-type: none"><li>• Parts of a restaurant</li><li>• Tabletop items</li><li>• Meals</li><li>• Fine dining</li></ul>
<b>Hotels &amp; Catering</b>	★ Beginner	15 units	<ul style="list-style-type: none"><li>• Meet Our staff</li><li>• Hotel amenities</li><li>• The guest room</li><li>• Food preparation</li></ul>
<b>English for Hospitality and Tourism</b>	★ Intermediate	10 units	<ul style="list-style-type: none"><li>• Hotel basics</li><li>• Telephone basics</li><li>• Restaurant basics</li><li>• Meetings</li><li>• Presentations</li></ul>



# Law/Military/Secretarial

Boost your career related English with content for Law, Military, and Secretarial work.

Industry Specific



Course	Level	Units	Topics
<b>Law</b> <b>English for Law</b>	★ Advanced	10 units	<ul style="list-style-type: none"><li>• Introduction to law</li><li>• Jurors and solicitors</li><li>• Types of courts</li><li>• Crimes and civil wrongs</li></ul>
<b>Military</b> <b>Air Force</b>	★ Beginner	15 units	<ul style="list-style-type: none"><li>• Air force weaponry</li><li>• Air force tactics</li><li>• Strategy</li></ul>
<b>Military</b> <b>Command and Control</b>	★ Beginner	15 units	<ul style="list-style-type: none"><li>• Weaponry</li><li>• Vehicles and platforms</li><li>• Operations</li><li>• Military units</li></ul>
<b>Military</b> <b>Navy</b>	★ Beginner	15 units	<ul style="list-style-type: none"><li>• Parts of a ship</li><li>• Nautical language</li><li>• Types of ship</li><li>• Weaponry</li><li>• Navigation</li></ul>
<b>Secretarial</b> <b>Secretarial</b>	★ Beginner	15 units	<ul style="list-style-type: none"><li>• Office supplies</li><li>• Office machinery</li><li>• Greeting visitors</li><li>• Office schedules</li></ul>



# Technology

Advance your English with topics on Science, Technology, and Innovation.

Industry Specific



Course	Level	Units	Topics
<b>Computer Engineering</b>	★ Beginner	15 units	<ul style="list-style-type: none"><li>• Working with numbers</li><li>• Computer accessories</li><li>• Computer hardware</li><li>• Writing software</li><li>• Operating systems</li></ul>
<b>Computing</b>	★ Beginner	15 units	<ul style="list-style-type: none"><li>• Types of computers</li><li>• Inside the computer</li><li>• Memory storage devices</li><li>• The user interface</li></ul>
<b>Science</b>	★ Beginner	15 units	<ul style="list-style-type: none"><li>• Science</li><li>• The microscope</li><li>• Numbers and basic math</li><li>• Describing change</li><li>• Education</li></ul>
<b>Software Engineering</b>	★ Beginner	15 units	<ul style="list-style-type: none"><li>• Software development</li><li>• Software testing</li><li>• The User interface</li><li>• Modeling</li><li>• Career options</li></ul>
<b>English for IT Professionals</b>	★ Advanced	8 units	<ul style="list-style-type: none"><li>• Top IT companies</li><li>• Computer engineering</li><li>• Going mobile</li><li>• Working in IT</li></ul>



# Services/Transportation

Boost your career related English with content for Service work and Transportation.

Industry Specific



Course	Level	Units	Topics
<b>Services</b> <b>Call Centers</b>	★ Beginner	15 units	<ul style="list-style-type: none"><li>• Call center layout</li><li>• Qualities of a representative</li><li>• Leaving messages</li><li>• Taking payments</li></ul>
<b>Transportation</b> <b>Cabin Crew English</b>	★ Intermediate	12 units	<ul style="list-style-type: none"><li>• Boarding an aircraft</li><li>• Plane assistance</li><li>• Medical emergency on board</li><li>• Aircraft landing</li><li>• Post-flight debriefing</li></ul>
<b>Transportation</b> <b>Aviation English for Pilots and ATCOs</b>	★ Advanced	12 units	<ul style="list-style-type: none"><li>• Runway incursions</li><li>• Level busts</li><li>• Approach and landing incidents</li><li>• Handling a technical malfunction</li></ul>

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