



# ENGLISH PLUS PROFESSIONAL CERTIFICATE

With our English Plus Professional Certificate program, students are able to pair Kaplan's expert English tuition with a concentrated course in International Business, Sales or Tourism Marketing.



## WHY CHOOSE THIS COURSE?

- Benefit from a minimum of 4 weeks of Intensive English lessons or IELTS preparation\*, and a comprehensive 12-week business course in either International Business, Sales or Tourism Marketing.
- The opportunity to gain 3 accredited certificates from one experience abroad
- Build a more varied CV or résumé

\*Students can choose to personalize their time with Kaplan by focusing more on either Intensive English or IELTS exam preparation, depending on their language level and individual needs.

## WHAT ARE THE REQUIREMENTS?

- Minimum age 18
- Minimum of 4 weeks of Intensive English at our Dublin school, prior to the certification course, although students are able to book as many weeks as suits their needs\*\*
- Available to all EU students, or students eligible for a 12-month working holiday visa in Ireland
- This course as part of an Academic Year is only available to students with an EU passport
- If students choose to take this course as part of their Academic Semester or Academic Year course, they will study the same amount of time and receive an additional specialized certificate

\*\*Students must achieve a Higher Intermediate (B2) level of English before progressing to the course on the Dublin Business School entrance test (Free of charge).



Our curriculum combines English and IELTS lessons at our Dublin school with 12 weeks of specialized skills lessons taught by experienced lecturers and tutors at Ireland's largest independent third level college, Dublin Business School. Students will explore a range of business-specific topics, building valuable skills that boost career potential in a variety of industries and enterprises.

This course provides the perfect opportunity to develop the language and professional skill set necessary to succeed in the fields of International Business, Sales or Tourism Marketing. Upon completion of the course, students will gain an IELTS and English qualification certificate from Kaplan, alongside a Certificate in International Business, Sales or Tourism Marketing worth 30 ECTS credits.\*\*\*

\*\*\*The IELTS exam is optional, and comes at an additional cost which is not included in the course price. School staff will be on hand to find and book a test for any interested student, subject to availability.

## COURSE LOCATION AND START DATES

Location	Date
<b>Kaplan International English</b>	Minimum of 4 weeks prior to the below start dates at Dublin Business School
<b>Dublin Business School</b>	18 September 2019 – 20 December 2019
	13 January 2020 – 17 April 2020



## COURSE BREAKDOWN

### Intensive English

- 20 lessons (15 hours) of Intensive English per week plus 8 Specific Skills lessons, 7 sessions of *K+ Study Clubs* and access to *K+ Online* and *K+ Online Extra*
- Classes: 45 minutes; Monday–Friday in the mornings or afternoons
- Maximum of 15 students in each class

### IELTS Preparation

- 20 Lessons (15 hours) of IELTS Exam Preparation, 8 lessons (6 hours) of Specific Skills, 7 sessions (5.25 hours) of *K+ Online* and *K+ Study Clubs*
- Classes: 45 minutes; Monday–Friday
- Maximum of 15 students in each class

### Dublin Business School

Students select either International Business, Sales or Tourism Marketing

- 24 lessons (18 hours) per week – a combination of lectures, tutorials, exams and continuous assessment with varying class sizes





# COURSE CURRICULUM

Students will study 5 core modules and 1 elective module of their choosing

## Core modules : Tourism marketing

<b>Tourism Marketing</b>	Develop an understanding of tourism marketing thinking and practices
<b>Event Planning and Operations</b>	Evaluate the fundamental stages of planning and executing an event
<b>Sales and Selling</b>	Understand the dynamics of the sales process and develop your selling skills
<b>Enterprise and Communication</b>	Deliver a tourism enterprise project and evaluate successful enterprises
<b>Digital Media Tools</b>	Build a website and use social media as part of a sales or marketing strategy

## Core modules : International Business

<b>Marketing Communications</b>	Explore effective communication strategies and promotional campaigns
<b>Management</b>	Discuss recognized management practices and apply to real-world scenarios
<b>Business Accounting</b>	Examine fundamental accounting concepts and prepare accounts
<b>The International Economy</b>	Analyze key patterns and trends in international business activity
<b>Enterprise and Communication</b>	Create a business plan and evaluate successful enterprises

## Core modules : Sales

<b>Marketing Communications</b>	Explore effective communication strategies and promotional campaigns
<b>Management</b>	Discuss recognized management practices and apply to real-world scenarios
<b>Sales and Selling</b>	Understand the dynamics of the sales process and develop your selling skill
<b>Enterprise and Communication</b>	Create a sales plan and evaluate successful enterprises
<b>Digital Media Tools</b>	Build a website and use social media as part of a sales or marketing strategy

## ELECTIVE MODULES

(choose one)

- Irish Society and Economics
- Chinese for Beginners
- Spanish for Beginners
- Spanish for Business

