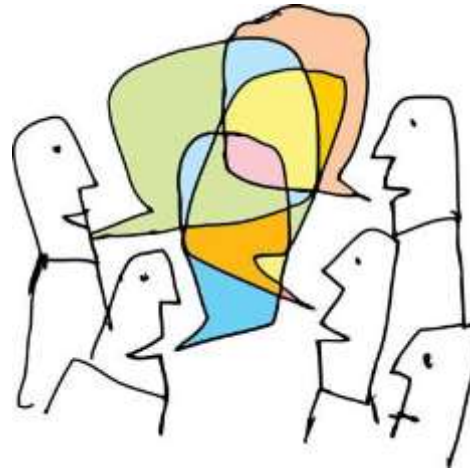


English for Academic & Professional purposes

Aurora Computer Studies
([auroracs.lk](http://www.auroracs.lk))

Agenda

- The reasons
 - Communication
 - English
- The strategy
- The execution



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The reasons (Why?)

Why? – General aspects

- Languages play great role in thinking.
- Part of our intelligence is ability to communicate effectively.
- A major aspect of your social life
- An important in interpersonal relationships.

Why? – Academic aspects

- Education is two way communication process.
- Learning and understanding depends on effective listening, reading and comprehension skills.
- Passing exams and getting good result for assignments need effective writing and oral communication.

Why? – Academic aspects (cont.)

“Mother tongue (language), together with mathematics is made compulsory for qualify for advanced level education in most of the countries.”

Why? – For professionals

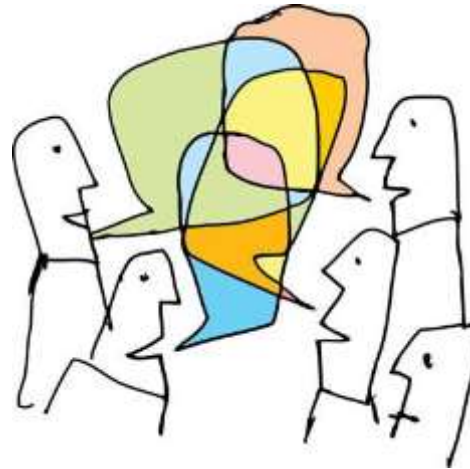
- Quality
 - Effective communication influence the quality of the product/service.
- Satisfaction
 - The world see your professionalism not only through your product/service but how you communicate throughout.
- Marketing
 - Important for business success.

Importance of English

- Expand your thinking capacity
 - Another language to think imagine and argue
- The great wealth of knowledge & information is in English
- The business language of the world
- Travel & work anywhere in the world
- More opportunities for relationships, entertainment and enjoy your life

Not good reasons !!!

- Use as a sword to suppress others
- For mere boasting



...

The strategy (How?)

Things to remember

- You learn and use English as a second/business language
- English is just another tool to use, not an ornament to boast or weapon for envy !

Strategy

- Psychological & Sociological aspects
- Expectation
- Available resources
- Plan

Tactics*

- Grammar
 - No/less room for error
 - Learn like science/logic
- Words
 - The tactical game
- Usage patterns
 - Make you effective

** Details to be discussed in the class*



...

The execution (Course)

Target Audience

- Students completing their A/L & prepare for higher/professional education
- Professionals who need to boost confidence in English & communication skills
- Those who are planning to travel abroad for work/study and need fast revision & confidence booster

Structure

1. Introduction (Pre-game)
2. Grammar (Revision)
3. The word game
4. Top usages

Introduction (Pre-game)

- Strategy
- Tactics
- Plan

Grammar (Revision)

- Anatomy of Sentence
- Nouns & Verbs
- The Tenses
- The Voices
- Auxiliary verbs
- Adjectives & Adverbs
- Conjunctions
- Prepositions

The word game

- Strategies and commonly used words

Top usages

- The day to day English usages
- Effective academic/business report writing
- Effective academic/business presentations & public speaking

Course details

- **Schedule**
Fridays (9.00 am – 12.00 am)
- **Starting date**
02nd October, 2015
- **Course Fees**
Rs 15,000/= (Can be paid in two installments of Rs 7,500/= X 2)
- **Venue**
Aurora Computer Studies,
Summerset College,
88/2, 2nd Floor,
BOC Building,
High Level Road,
Kirulapone, Colombo 06.
- **Course page**
<http://auroracs.lk/english-for-academic-and-business-purposes>

"We are what we repeatedly do. *Excellence*, then, is not an act, but a *habit*."
~ Aristotle.

Thank You !

Presented by
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Aurora Computer Studies
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