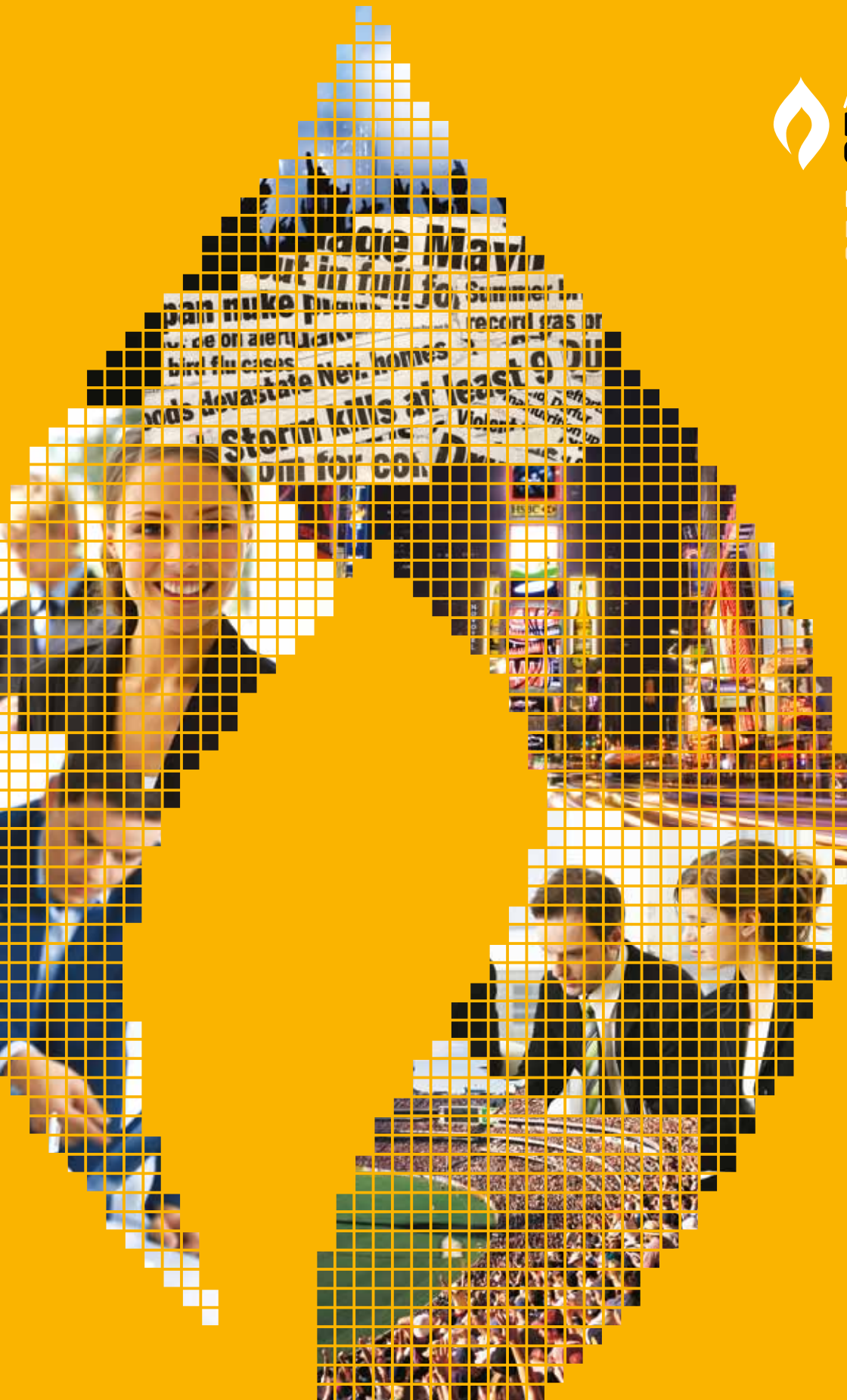




APM COLLEGE OF  
BUSINESS AND  
COMMUNICATION®

ENGLISH STUDIES  
DIRECT ENTRY PROGRAM  
GUIDE 2012/13



# BUSINESS DIRECT ENTRY PROGRAM STUDY OPTIONS



Australia's leading discipline specific English program.

## Business Direct Entry Program (Intermediate to Advanced)

This program will enable you to build your academic and English skills to succeed in the business program. Learn to refine your research and referencing skills, become efficient in planning your study time and upgrade your skills in writing assignments. You will also learn how to be an effective member of a team, think critically and get the best assessment results.

An added advantage of this course is access to Learning and Academic Skills (LAS) support for your entire study duration at APM College of Business and Communication.

Your LAS tutor will assist you to continue to improve your skills during your study at APM, both in specialist academic skills classes and in bookable tutorials. This service aims to significantly improve your assessment grades.

## How are the Business Direct Entry Program different to a generic EAP course?

- Study at APM College of Business and Communication from day one of your chosen program
- Improve your English level and academic skills while learning language used in the business industry
- Achieve your required English level in only 10-15 weeks depending on IELTS entry level
- Progress without completing an IELTS/TOEFL test
- Study with like-minded students who share business as their passion
- Study for 25 hours per week.

## Business Direct Entry Program (Intermediate To Advanced)

CRICOS Course Code: NSW 070927F

Direct Entry for:	Entry Level	Exit Level	Duration	2012 start dates	Finish dates	Fees	Materials Fee*
Higher Education Business Courses	IELTS 5.5	IELTS 6.0	10 weeks	12 March 23 July 26 November	18 May 28 September 8 February, 2013	\$3,750 (total)	\$75
	IELTS 5.0	IELTS 6.0	15 weeks	6 February 18 June 22 October	18 May 28 September 8 February, 2013	\$5,625 (total)	\$75

\* This includes a college binder and additional materials designed specifically for your studies.



### **Assessment**

Assessment of the Business Direct Entry Program is continuous and includes:

- Weekly and monthly tests
- Written assignments, homework projects, self and peer assessment of group work.

Final assessment is made on the basis of:

- Learners' performance
- Written and oral assignments
- Targeted tests
- Business projects
- Overall participation in class.

You must complete all set tasks and submit original work in order to pass. Your failure or success in passing the course is determined not only by percentage marks but mainly by your overall progress and effort put into the course.

Assessment relates to individual learners' strengths and weaknesses or what each learner can do.

Your achievement and progress are assessed and reported against course goals and criteria and not in comparison to other students.

### **Industry focused content**

This program is one of a kind in Australia. You will not only improve your English within the subject area you are interested in, you will also build up a foundation of knowledge and vocabulary that will help you succeed on your chosen program.

### Sample Timetable - Business Direct Entry Program

	Monday	Tuesday	Wednesday	Thursday	Friday*
8:30AM to 10:15AM	Wide reading task <ul style="list-style-type: none"> <li>• <i>Reading the Financial Times</i></li> </ul> Grammar workshop <ul style="list-style-type: none"> <li>• <i>Participle clauses</i></li> <li>• <i>Definite and indefinite articles</i></li> </ul>	Research reports 2 <ul style="list-style-type: none"> <li>• <i>Key features of each aspect of a research paper structure</i></li> <li>• <i>Recognising the structure of a research paper</i></li> </ul>	Skill (team building) <ul style="list-style-type: none"> <li>• Key considerations for working in teams</li> <li>• Benefits</li> <li>• Trouble shooting</li> </ul>	Skill (case study) <ul style="list-style-type: none"> <li>• <i>Banking - the flow of capital and the poverty cycle</i></li> </ul>	Skill (reading) <ul style="list-style-type: none"> <li>• <i>Looking at the stock market</i></li> </ul>
10:30AM to 12:15PM	Writing workshop <ul style="list-style-type: none"> <li>• <i>Paragraph types</i></li> <li>• <i>Writing financial english</i></li> </ul>	Skill (listening/note-taking) <ul style="list-style-type: none"> <li>• <i>Showing how reading input can help listening</i></li> <li>• <i>Guessing the meaning of unfamiliar words</i></li> <li>• <i>Recognising the stress on key words</i></li> </ul>	Skill (reading/finding) implied meaning <ul style="list-style-type: none"> <li>• Language of persuasion</li> <li>• Critical thinking: reflecting on cultural aspects of persuasion</li> </ul>	Skill (reading) <i>Trade issues looking at the balance sheet</i>	Computer lab <i>Students analyse the stock market and make predictions to the class.</i>
12:50PM to 2:35PM	Skill (vocab) <ul style="list-style-type: none"> <li>• <i>Review basic accounting terms</i></li> </ul>	Tutorial discussion <ul style="list-style-type: none"> <li>• Summarise the main points of the lecture</li> <li>• Discussion of the issues</li> </ul>	Skill (projects) <ul style="list-style-type: none"> <li>• Interpreting statistics</li> </ul> Writing with numbers and statistics	Plagiarism <ul style="list-style-type: none"> <li>• Avoiding plagiarism</li> <li>• Some hints for better assignment writing</li> </ul>	

Homework: Choose an idea from the lecture and search for a text on that topic. Prepare a two minute summary to give to the class.

\* Both of the Friday classes are conducted over two hours and begin at 8:30am and 10:45am.

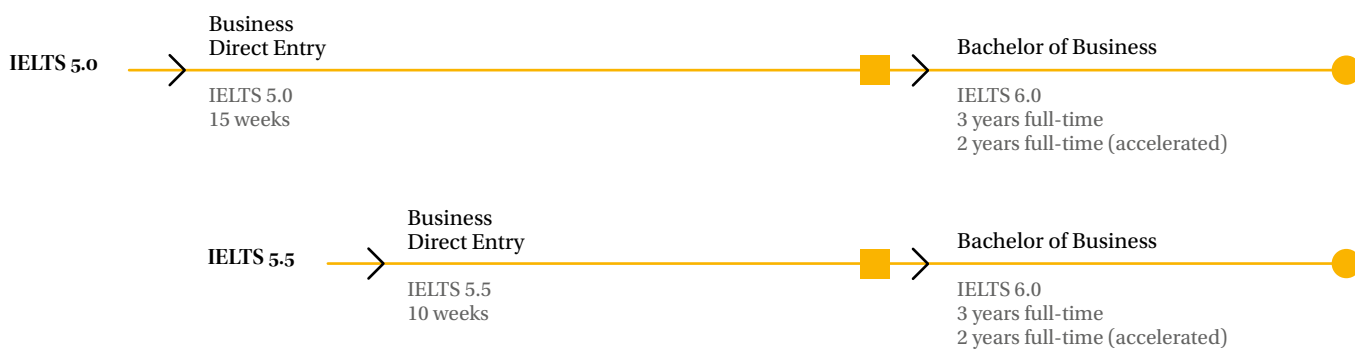
### Sample Timetable - Traditional EAP Program

	Monday	Tuesday	Wednesday	Thursday	Friday
8:30AM to 10:15AM	Grammar <ul style="list-style-type: none"> <li>• Future</li> </ul>	<ul style="list-style-type: none"> <li>• Listening in academic contexts (predicting)</li> </ul>	<ul style="list-style-type: none"> <li>• Language study</li> <li>• Vocabulary development</li> </ul>	<ul style="list-style-type: none"> <li>• Presentations</li> <li>• Discussion</li> <li>• Signposting</li> </ul>	<ul style="list-style-type: none"> <li>• Computing skills</li> <li>• Accessing information</li> </ul>
10:30AM to 12:15PM	<ul style="list-style-type: none"> <li>• Listening to an academic lecture</li> </ul>	Reading skills <ul style="list-style-type: none"> <li>• Comprehension</li> </ul>	Group writing <ul style="list-style-type: none"> <li>• Focus on cohesion</li> </ul>	Academic reading <ul style="list-style-type: none"> <li>• Newspaper articles, skimming and scanning</li> </ul>	<ul style="list-style-type: none"> <li>• Tutorial discussion skills</li> <li>• Agreeing/disagreeing/compromising</li> </ul>
12:45PM to 2:15PM	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Practice compare/contrast</li> </ul>	<ul style="list-style-type: none"> <li>• Writing and research</li> </ul>	Academic reading <ul style="list-style-type: none"> <li>• Dictionary skills</li> </ul>	Writing <ul style="list-style-type: none"> <li>• Incorporating statistics</li> </ul>	<ul style="list-style-type: none"> <li>• Question and answer session, feedback</li> </ul>
2:30PM to 3:30PM	<ul style="list-style-type: none"> <li>• Optional guided self-study</li> </ul>	<ul style="list-style-type: none"> <li>• Optional guided self-study</li> </ul>	<ul style="list-style-type: none"> <li>• Optional guided self-study</li> </ul>	<ul style="list-style-type: none"> <li>• Optional guided self-study</li> </ul>	<ul style="list-style-type: none"> <li>• Optional guided self-study</li> </ul>

# STUDY PATHWAYS



## Business Direct Entry for Higher Education - Exit Level 6.0





### **Contact**

If you would like more information on any of the material presented in this guide, including any additional information for international students, please refer to the 2012 prospectus, visit our website or contact one of our Course and Careers Advisors.

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