



Durham
University

School of Modern Languages
and Cultures

Together we'll create your future



PROFESSIONAL AND WORK-RELATED LANGUAGE TRAINING

www.northeastlanguagetraining.com

NORTH EAST LANGUAGE TRAINING

Professional and work-related Courses



**“FOREIGN LANGUAGES
ARE CRUCIAL IN ALL
AREAS OF BUSINESS...
DEFICIENT LANGUAGE
SKILLS ARE COSTING
THE ECONOMY £48
BILLION, OR 3.5%
OF GDP.”**

(British Academy/Dept. for
Business, Innovation & Skills, 2013)

Durham University offers courses in modern foreign languages for anyone with a desire or a need to learn a language.

The ability to speak a second (or third) language, competently if not fluently, is a huge asset. Intellectually stimulating and socially rewarding, foreign language ability is also a great asset professionally in any line of work, in both the public and private sectors, for organisations based in the UK as well as overseas.

Durham University is expanding our current institutional language programme to support the national agenda, as well as regional initiatives in developing overseas markets, and to support public and private sector providers in addressing language needs both locally and internationally. At the same time we are offering language courses to all our students to enhance their employability skills for the future.

Courses are now also available to individual professionals and small businesses, larger corporations, public sector and not-for-profit organisations according to demand.



5 key reasons to learn a foreign language

1. Language ability is becoming a basic requirement for a 21st century career, and a vital workplace skill. Lack of ability in foreign languages is reported to cost the UK economy £48 billion in lost business, equivalent to 3.5% of GDP
2. 80% of world trade is accounted for by non-English speaking countries
3. 74% (and rising) of all content on the Internet is in a language other than English, including on-line sales portals
4. Improves cultural awareness and builds relationships
5. Communication with partners and customers in their own language, even at a basic level, removes obstacles and open doors to new opportunities and markets.



“UP TO 70% OF RESPONDENTS HAD NO FOREIGN LANGUAGE ABILITY FOR THE MARKETS THEY SERVED.”

(BRITISH CHAMBERS OF COMMERCE, INTERNATIONAL TRADE SURVEY, 2013)

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Languages and Formats

Durham University is focussing this programme of language courses for professionals according to demand from employers.

Following from recent research published by organisations including the CBI, British Academy and UKTI, and directly supporting the needs of business in the northeast of England, Durham University can offer access to language learning via 2 routes:

1. *Bespoke language courses co-ordinated with UK Trade & Investment (UKTI) or the North East Chamber of Commerce (NECC), especially focussed towards Small and Medium Enterprises (SME's) and member companies.*
2. *Bespoke language courses tailored to meet the requirements of individual organisations.*

Courses are currently being prioritised in:

- Arabic
- Chinese (Mandarin)
- German
- Portuguese (Brazilian)
- Russian
- Spanish

We can also offer courses in French, Italian and Japanese. Other language options will be considered on request.

These courses can be tailored according to demand. However, in general, courses are typically designed over 6 or 9 weeks starting in September, January or May.

Contact hours will vary according to business objectives, but usually will require 2-4 hours per week plus private study.

Courses can be delivered flexibly either at Durham University, at company offices, or at other venues as required to meet the needs of delegates.

Level of Study and Certification

Language courses can be designed at Beginners, Elementary, Intermediate or Advanced Levels subject to demand. All levels are aligned to the Common European Framework of Reference (CEFR). Optionally, certification from Durham University can be arranged to recognise the level of ability achieved, or where necessary it may be possible to arrange external recognition of study.

Supporting Key sectors – at home and overseas

Durham University recognises the need for academia, government and business to work in a co-ordinated and mutually supportive manner. Our language courses are designed with this motivation, in support of the professional sector in the North East of England, and especially:

- Automotive
- Engineering & Manufacturing
- Finance
- IT
- Media, Communications & Public Relations
- Oil & Gas
- Petrochemicals

- Pharmaceuticals
- Retail
- Tourism & Transportation.



Fees and charges

Bespoke commercial arrangements can be made for organisations wishing to arrange courses, either on a fixed price per course or per delegate.

For courses co-ordinated through UKTI or NECC there will be a subsidised fee per delegate.

Class sizes will typically be of 8-12 delegates.

All course materials will be provided as part of the course fee, and can be retained by the delegate once the course is completed.

“LANGUAGE TRAINING TO FOCUS ON THE NEEDS OF EMPLOYERS AND BUSINESS SECTORS.”

**“70% OF RESPONDING BUSINESSES
VALUE LANGUAGE SKILLS AMONG THEIR
EMPLOYEES, PARTICULARLY IN HELPING
TO BUILD RELATIONSHIPS WITH CLIENTS,
CUSTOMERS, AND SUPPLIERS.”**

(Confederation of British Industries, Education & Skills Survey 2013)

Contact

For further details please visit www.northeastlanguagetraining.com,
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Every effort has been made to ensure that all information is accurate at the time of going to press in February 2014. However, changes may occur and Durham University reserves the right to amend or change any information contained in this booklet at any time.

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