



BUSINESS LITERACY COURSE

REAL ESTATE AGENCY



ABOUT US

Following detailed research, Boston has developed an invaluable platform for English language learners, not only in terms of lessons and assessments but also in terms of alignment with international standards.

Effective communication means having the ability to exchange knowledge, data, thoughts and ideas in such a way that the audience clearly understands and receives the message accurately. To achieve this level of interaction with others, people need the competence to assess all visual and auditory stimuli with insight. Having an ability of discernment means engaging with material at both an intellectual and an emotional level – evaluating and appraising the information that is being presented. Boston Language enables people to make connections between ideas, contribute meaningfully to discussions, write with purpose and sift through information perceptively and with curiosity. These abilities can only come from being proficient in language skills.

For individuals, the benefits of knowing how to communicate without limitations are endless. These benefits include having the confidence to answer questions appropriately in a job setting or knowing how to write emails or reports with accuracy and impact. Communicating effectively is the key tool that empowers individuals to emphasise points and persuade listeners during conversation and presentations.

For companies, having staff with sound communication and language skills eliminates inefficiencies, ensures that data and information are being clearly and properly circulated, and builds a positive work environment. All these factors contribute to a more productive work environment, satisfied clients and content employees.

In addition to our lessons and assessments, we have included a variety of games to stimulate and challenge participants. These games have been designed to improve vocabulary, enhance vocabulary skills within specific contexts and even develop logic and reasoning with the crossword puzzles. Word recognition assists in reading fluency and speed, which are vital in developing reading proficiency. For this reason, we have included Find the Word exercises. Learning should also be fun!



English is the international language of commerce and industry. It makes complete sense for all employers and employees to invest in English language development and proficiency.

To be considered proficient in a language, there are four foundational skills that need to be learned and developed: writing, reading, speaking and listening. Boston Language is cognizant of these as well as the progressive nature of teaching and learning a language. It is for this reason that our learning programme is structured according to the four foundational skills and adheres to the principles of scaffolding in education, hence being progressive. Our course begins with basic language principles, for example, correct sentence construction and punctuation and extends to more advanced concepts, for example, the impact of figurative expression in a variety of texts, including those in a business context.

The Common European Framework of Reference for Languages (CEFR) is an international standard for describing language ability. It defines language competence on a six-point scale, from A1 for beginners, up to C2 for those who have mastered a language. The goal of any language speaker is to reach level C2 in terms of proficiency.

The ratings are as follows:

A1 to A2: Basic

B1 to B2: Independent

C1 to C2: Proficient

The CEFR framework allocates certain competencies to specific ratings. Boston Language has ensured that developmental learning from A1 to C2 is possible through a wide variety of genres and formats, including literature excerpts and business vocabulary and even effective language usage. Consider the fundamental language concept of register, for example. Our lessons demonstrate and assess the impact of informal and formal register in various contexts, first receptively and then in terms of output.

Boston Language offers English development and enrichment at Primary, Secondary and Business levels, each level being cognizant of the CEFR framework and six-point scale. The programme has been designed to accommodate any English speaker, from a beginner at Level A1 to a fluent and proficient speaker at Level C2.



BUSINESS LITERACY COURSE

The Business Literacy Course has been designed to improve literacy and communication skills of participants. The Literacy Course includes lessons on foundational English skills, for example, parts of speech, sentence construction and punctuation. These are vital skills that are necessary before any person can be considered proficient and fluent in any language.

The Literacy Course consists of 32 lessons. Over and above the foundational skills there are also lessons on denotation and connotation to inspire participants to think figuratively and read beyond the obvious meanings of words. English is a nuanced language with subtle differentiated meanings of words and it is necessary for participants to understand this for them to experience the joy and richness of refining their language abilities.

READING FOR RESULTS

Reading rate is the number of words a person can read accurately in a minute. It is important for people to be able to read correctly and at a consistent rate as this improves their reading fluency. If people are unable to read fluently, their progress will be compromised.

Learning to read starts with the sounds of different letters (decoding words). A fluent reader has moved beyond the sounds in each individual word to recognition and the meaning of each word. This then extends to the understanding of sentences. If people are still decoding words, they may reach the end of the sentence and have no recollection of what they read at the beginning of the sentence. Clearly this compromises progress.



The reading rate assessment has been designed to improve people's reading skills and fluency. There are several reading extracts, each having been written in an accessible and academic style to give people practice in reading beyond decoding to word recognition and meaning. The extracts are followed by questions to test recall of facts that have been read. This is to encourage focused reading for meaning as opposed to merely decoding words.

It is anticipated that people will start at a relatively slower reading pace, but this will improve with practice. People are able to monitor their own reading rate as the reading of the extract will be timed. Following this, they will be required to answer the questions from memory without access to the extract. This will allow the people to assess themselves in terms of reading for meaning which translates into comprehending what they read.

There are ten reading extracts of 300 words and 10 reading extracts of 400 words in length that will enable participants to refine their reading abilities.

BUSINESS LITERACY GAMES

The Business Literacy Course also includes numerous games to challenge and inspire participants. These games have numerous cognitive benefits but are also great fun!

Crossword puzzles

Not only do crossword puzzles improve logic and reasoning, but they boost executive brain functioning in terms of recollection of words and improving vocabulary. Finding a specific six letter word can be frustrating but reaching for a dictionary for assistance is beneficial as this also enhances reading and deciphering abilities. There is a sense of satisfaction when a crossword puzzle is completed which leads to improved self-confidence and being ready to begin the next one!



Drag and drop

Drag and drop exercises are a fun way to improve vocabulary and grammar skills. Words or groups of words have to fit into sentences or phrases in such a way that they are correct within specific semantic contexts but also in terms of grammatical structures. This enhances memory and vocabulary skills but choosing the correct word or words to drag and drop also stimulates sorting, ordering and organising pre-listed items.

Word recognition

Trying to find words within a maze of letters improves word recognition which is a vital skill in reading fluency. Proficient readers do not decode words in terms of letters but recognise words with ease which enhances language abilities. These games also improve memory recall and vocabulary.

Complete the sentences

These exercises challenge participants in that they need to find the correct words that fit into sentences in terms of semantic contexts but also correct grammatical structures. These are fun activities that stimulate sorting, ordering and organising pre-listed items, thus improving memory and vocabulary.



Instructions and vocabulary

These tasks challenge participants in that they need to read instructions, remember them and then follow them, so they are valuable in terms of exercising short term memory. They also involve sorting, ordering and organising pre-listed items, thus improving memory and vocabulary.

SPEAKING AND READING

Read aloud

The Literacy Course includes 10 read aloud exercises for participants to practise their reading with expression and correct pronunciation. These exercises will demonstrate the correct articulation of words, allow participants the opportunity to practise and then record their own reading. An immediate report will be generated so that participants can monitor their reading abilities and measure their own progress.

Speak aloud

The Literacy Course also includes 10 speaking exercises, allowing participants the opportunity to practise their speaking abilities. Each exercise has a specific topic with target words which participants are required to use in their speaking. Participants record themselves speaking and then, again, an immediate report will be generated that will indicate participants' use of the target words, grammatical structures and pronunciation.



BUSINESS LITERACY PLAN

Lesson	Topic
Lesson 1	Parts of speech and nouns
Lesson 2	Pronouns
Lesson 3	Three persons of pronouns
Lesson 4	Adjectives
Lesson 5	Verbs
Lesson 6	Auxiliary and state of being verbs
Lesson 7	Infinite verbs
Lesson 8	Adverbs
Lesson 9	Conjunctions
Lesson 10	Prepositions
Lesson 11	Articles and interjections
Lesson 12	Sentence grammar
Lesson 13	Dictionary work
Lesson 14	Comparison figures of speech
Lesson 15	Sound device figures of speech
Lesson 16	Exaggeration and understatement figures of speech
Lesson 17	Stereotypes
Lesson 18	Connotation and denotation
Lesson 19	Fact and opinion
Lesson 20	Prefix and suffix
Lesson 21	Visual literacy 1
Lesson 22	Visual literacy 2
Lesson 23	Full stop
Lesson 24	Comma
Lesson 25	Question mark
Lesson 26	Dash
Lesson 27	Colon and semi-colon
Lesson 28	Hyphen and ellipsis
Lesson 29	Inverted commas
Lesson 30	Apostrophe
Lesson 31	Direct speech
Lesson 32	Indirect speech

BUSINESS LITERACY TIMETABLE

The timetable below is merely a suggestion.

You may proceed at your own speed to complete the course faster or you may complete the course at a slower pace.

Lesson	Topic	Games	Reading extracts
Week 1		Cross words:1-5	Level 1: 1-3
Lesson 1	Parts of speech and nouns	Read aloud: 1 and 2	
Lesson 2	Pronouns	Speak aloud: 1 and 2	
Lesson 3	Three persons of pronouns		
Lesson 4	Adjectives		
Lesson 5	Verbs		
Week 2		Cross words:6-10	Level 1: 4-6
Lesson 6	Auxiliary and state of being verbs	Read aloud: 3 and 4	
Lesson 7	Infinite verbs	Speak aloud: 3 and 4	
Lesson 8	Adverbs		
Lesson 9	Conjunctions		
Lesson 10	Prepositions		
Week 3		Drag and drop:1-10	Level 1: 7-9
Lesson 11	Articles and interjections	Read aloud: 5 and 6	
Lesson 12	Sentence grammar	Speak aloud: 5 and 6	
Lesson 13	Dictionary work		
Lesson 14	Comparison figures of speech		
Lesson 15	Sound device figures of speech		
Week 4		Find the words:1-5	Level 1: 10 Level 2: 1-2
Lesson 16	Exaggeration and understatement figures of speech	Read aloud: 7	
Lesson 17	Stereotypes	Speak aloud: 7	
Lesson 18	Connotation and denotation		
Lesson 19	Fact and opinion		
Lesson 20	Prefix and suffix		
Week 5		Find the words:6-10	Level 2: 3-5
Lesson 21	Visual literacy 1	Read aloud: 8	
Lesson 22	Visual literacy 2	Speak aloud: 8	
Lesson 23	Full stop		
Lesson 24	Comma		
Lesson 25	Question mark		
Week 6		Instructions and vocabulary:1-10	Level 2: 6-8
Lesson 26	Dash	Read aloud: 9	
Lesson 27	Colon and semi-colon	Speak aloud: 9	
Lesson 28	Hyphen and ellipsis		
Lesson 29	Inverted commas		
Lesson 30	Apostrophe		
Week 7		Vocabulary in context:1-10	Level 2: 9-10
Lesson 31	Direct speech	Read aloud: 10	
Lesson 32	Indirect speech	Speak aloud: 10	

ANALYTICS AND REPORTING

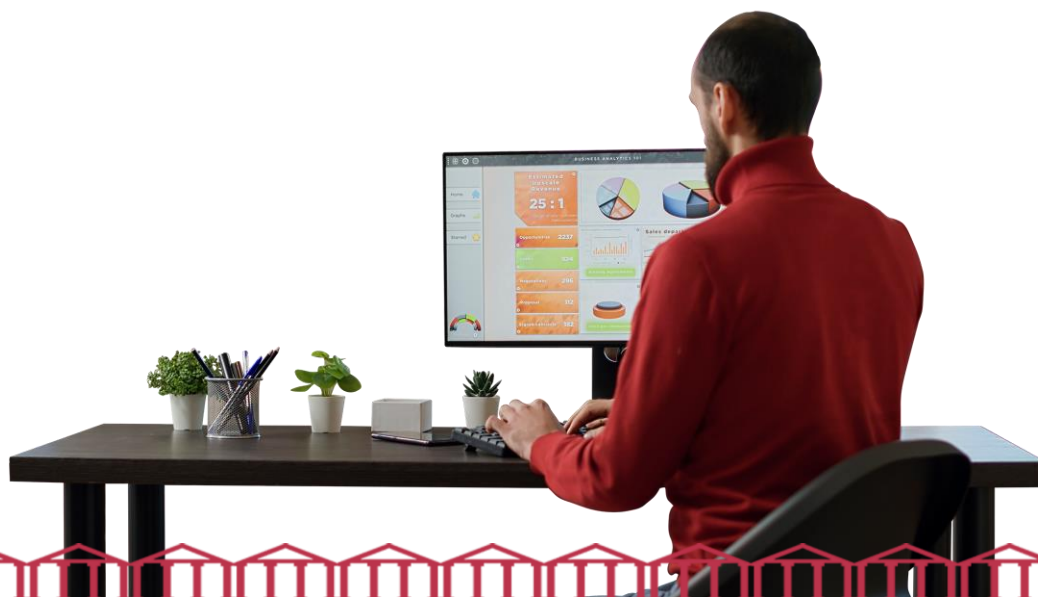
Participants are able to monitor their own progress throughout the course by examining the analytics that Boston Language School has included on the platform. All activities are reported on and at any time, participants can view how many lessons have been covered and what the results of the assessments were. Progress gives participants a sense of pride in their work and instils self-confidence and esteem.

On completion of the course, each participant will receive an accurate report outlining results of all assessments. The results of the games' assessments will be included.

The report will clearly outline the participants' strengths and challenges. Each report is individualized and thus suggests a pathway forward for participants to achieve English language mastery.

DURATION

Over and above the 32 lessons there are the vocabulary games, the AI oral app and the reading rate assessments. It is estimated that the course will take approximately 7 to 8 weeks to complete.



Estate agents:

BOHE Literacy Course offers a comprehensive programme to improve and enhance participants' language skills to ensure that they are more effective in their communication for success in the workplace. Our course includes different modes of communication, such as reading and conversational speaking, and fundamental skills that are necessary to achieve language proficiency.

The secret to success, not only in the workplace, but in life, is knowing how to communicate effectively so that people understand you clearly, so that they actively listen to you. A person who truly knows the art of effective communication is more likely to be heard and stand out from the rest of the crowd.

English is the international language of commerce. It thus makes perfect sense that estate agents invest in English language development.

Benefits to estate agents:

- Improved communication skills
- Enhanced understanding of English grammatical structures
- Improved vocabulary
- Improved reading and speaking proficiency

