

WITS  
UNIVERSITY



Wits Language School  
Expert Language Solutions

# COMMUNICATION FOR PROFESSIONAL DEVELOPMENT

## PROGRAMME INFORMATION 2016



## **Importance of communication skills**

Strong communication skills are essential in all aspects of life. As leaders, co-workers, team members, and in the multiple roles we play both professionally and personally, communication is the key to success. The purpose of communication is to get a message across to others that involves both the sender of the message and the receiver. A message is only successful when both the sender and the receiver perceive it in the same way.

Developing excellent communication skills takes time, patience, and practice, but is highly beneficial. You can:

- increase your self-confidence
- improve the way others see you
- learn important life skills, such as critical thinking, problem solving , effective writing and public speaking
- succeed professionally
- gain an understanding of communicating with diverse cultures.

## **Commitment to excellence**

Our innovative, high quality Communication for Professional Development programme is the ideal choice for graduates and professionals. We cater to a range of communication needs and competency levels. Whether you are a business professional or university graduate who wants to succeed in the global marketplace, our communication programmes can improve your communication skills.

We offer four main programmes, all of which are aligned to SAQA unit standards:

- General and Business English programme
- English for Specific Purposes courses
- Career Readiness programme
- Executive Education programme

We maintain high standards of excellence in teaching and learning practices, which are distinctive trademarks of the University of the Witwatersrand. Our highly trained staff have extensive experience teaching in South Africa and overseas and will provide you with high standard training solutions to meet your professional needs.

## **GENERAL ENGLISH AND BUSINESS ENGLISH PROGRAMME**

General English courses are designed to enhance your general English speaking, reading, writing and listening skills. Business English courses provide you with the English communication skills required to effectively and confidently communicate in a professional setting.



## Course Descriptions

### **English Foundations, Part 1 (NQF 2)**

At the end of this course you will be able to:

- answer questions appropriately and with relevance to the context
- write short texts made up of simple sentences, new words and phrases in the context of familiar topics such as family, friends and hobbies
- formulate appropriate simple questions and answers
- deliver a short prepared speech
- understand and apply correct grammar: *simple present and past verb tenses; subject-verb agreement; count and non-count nouns; prepositions of position; definite and indefinite articles*

### **English Foundations, Part 2 (NQF 2)**

At the end of this course you will be able to:

- answer questions appropriately and with relevance to the context
- create meaningful simple sentences to: *write a mini-autobiography; describe a picture and a city; write a short paragraph about an experience, writing an informal email/letter and writing a short biography of a family member*

- identify the main ideas in written texts
- deliver a short prepared speech
- understand and apply correct grammar: *simple present and continuous verb tenses; simple past verb tense; adjectives and adverbs; prepositions of position & movement; pronouns and demonstratives*

### **English Fundamentals, Part 1 (NQF 3)**

At the end of this course you will be able to:

- identify the main points in a given text
- skim and scan texts appropriately to extract specific information
- identify the audience, context and purpose of texts
- write: *comparative paragraphs; paragraphs predicting the future; a short story; a paragraph describing a process; an email or letter requesting information*
- deliver a short prepared speech
- understand and apply correct grammar: *simple present and past verb tenses; present and past continuous verb tenses; simple future verb tense; comparative and superlative forms; relative pronouns; first conditionals; modals for prediction and giving advice*

### **English Fundamentals, Part 2 (NQF 3)**

At the end of this course you will be able to:

- identify the main ideas and supporting details in a given text
- identify a point of view expressed either directly or implied in a text
- identify and sort texts into the correct sequence
- summarise texts
- write: *a short essay describing yourself and your personality; comparative paragraphs; a biography of a famous person; a formal letter; a short narrative on a personal experience*
- deliver a short prepared speech
- understand and apply correct grammar: *simple present and past verb tenses; present and past continuous verb tenses; present perfect verb tense; future forms (using will/going to); modals for present and past deduction; defining and non-defining relative clauses; first, second and third conditionals*

### **Communicative Grammar (NQF 4)**

At the end of this course you will be able to:

- identify the purpose, audience and context of a given text
- identify cohesive links within a given text
- identify and create relevant sentence structures appropriate to the purpose of the text (*simple, compound and complex sentences; dependent and independent clauses*)
- Identify and apply correct register in written texts
- write paragraphs correctly structured for their purpose, which include a relevant topic sentence, supporting sentences and concluding sentence
- identify the main parts of speech and the function associated with each of them
- apply relevant verb tenses for active and stative structures
- use appropriate connectors
- draft and edit your own texts

### **Business Writing (NQF 4)**

At the end of this course you will be able to:

- develop, brainstorm and outline ideas
- create and organise notes derived from a brainstorm

- use appropriate register
- apply correct tense combinations
- use appropriate conjunctions and linking words
- use the passive voice appropriately
- produce coherent and cohesive texts such as emails, formal letters, proposals and internal correspondence
- proofread and edit your writing

### **Report Writing (NQF 5)**

At the end of this course you will be able to:

- access, process, re-organise, and synthesise information in order to present it in a report
- use appropriate language conventions, textual features and style for specific reports
- draft and edit your reports

### **Presentation Skills (NQF 5)**

At the end of this course you will be able to:

- identify and apply correct strategies for oral presentations
- use non-verbal communication effectively in a presentation situation
- use the voice correctly in a presentation situation
- use presentation tools to create and present effective visuals
- understand, identify and apply correct English grammar

### **Entry Requirements**

- Minimum of 18 years of age
- No specific school or tertiary qualification is required.
- All candidates must be literate and numerate.
- All candidates are required to complete the pre- assessment (to determine the candidate's level of English proficiency) to ensure they enter the programme at an appropriate level. The pre-assessment is a one hour written test.

### **Johannesburg**

You can write the pre-assessment and register between the following times:

Monday - Friday 08h00-16h30 OR Saturday 08h00-12h00

### **Course Duration**

Each course consists of 40 contact hours and runs for 10 weeks every Saturday from 09h00 to 13h00. The exam is written in the 11th week.

### **Certification**

Each course entitles participants to a University of the Witwatersrand Short Course Certificate of Competence.

### **Course Fees**

Each 40-hour course is R4 900.00

The course fee includes:

- |                             |                            |
|-----------------------------|----------------------------|
| ▪ Registration              | ▪ Branded pen              |
| ▪ Pre-assessment            | ▪ Result Letter            |
| ▪ Course book               | ▪ Certificate              |
| ▪ Course handouts           | ▪ Syndicate group meetings |
| ▪ Branded file and exam pad | ▪ Scrabble Meet            |
| ▪ One set of dividers       | ▪ Grammar Q&A              |

The course fee excludes:

- Recommended Dictionary: Oxford Advanced Learner's Dictionary at R190.00

## **Bonus Activities**

These activities take place on five afternoons per intake after classes on Saturday from 13h30-15h00. They are optional and come at no extra charge.

### ***Syndicate Group Meetings***

The aim of the meetings is to provide students with more opportunities to interact in English. The activities are centred around business. Syndicate Group meetings give you the chance to engage in strategies for problem solving, debates, discussions, decision making, presenting and justifying opinions and presenting proposals. Thus, the focus is largely on reading comprehension and speaking fluency.

### ***Scrabble Meet***

Scrabble is a classic board game, which is not only fun to play, but also acts as a great educational tool. It helps increase vocabulary, teaches spelling skills and problem solving skills and enhances mathematical skills.

### ***Grammar Q & A***

Grammar Q&A is an excellent opportunity for all students to clarify any grammar issues they may have. Students can bring any grammar question to the session and the facilitator will explain the grammar point, when it is used, give examples of it and provide students with an opportunity to practise it

## **ENGLISH FOR SPECIFIC PURPOSES (ESP) COURSES**

ESP courses offer you an opportunity to explore specialist English language skills and concepts to succeed in your area of work or interest.

### **Course Descriptions**

#### ***English for Marketing (NQF 5)***

At the end of the course, you will be able to use the appropriate language to:

- Describe the role of marketing within an organisation
- Outline a marketing plan for a specific product/company
- Set marketing objectives for a specific product/company
- Present the marketing budget for a specific product/company
- Describe a target market segment
- Adapt a message for a new market
- Discuss possibilities in an idea generation meeting
- Develop an idea into a concept statement
- Write a brief for a brand identity
- Communicate effectively to internal stakeholders
- Plan and write a press release
- Discuss digital marketing objectives and tools
- Pitch informally to a potential client
- Explain survey data
- Explain a market research plan for a specific product/company

#### ***English for Human Resources (NQF 5)***

At the end of the course, you will be able to use the appropriate language to:

- Write up a Human Resources (HR) strategy
- Produce a resource plan
- Define job requirements
- Conduct interviews
- Write a training and development strategy
- Conduct a mentoring session
- Write performance standards
- Present a review scheme
- Deliver an employee briefing
- Conduct a development review
- Write a disciplinary procedure
- Conduct a disciplinary hearing

- Deliver a counselling service
- Prepare a competence framework
- Deal with a grievance
- Write a reward strategy

### ***English for the Financial Sector (NQF 5)***

At the end of the course, you will be able to use the appropriate language to:

- Describe products and services
- Make suggestions to solve client problems
- Compare, contrast and explain currencies and investments
- Present financial reports and information
- Draft financial letters, emails and reports
- Describe and explain company performance
- Write financial projections
- Discuss the regulatory environment
- Describe and report on trends

### ***English for Engineering (NQF 5)***

At the end of the course, you will be able to use the appropriate language to:

- Describe technical functions and applications
- Explain how technology works
- Simplify and illustrate technical explanations
- Describe specific materials
- Specify and describe properties
- Discuss quality issues
- Describe component features and shapes
- Explain manufacturing techniques
- Explain jointing and fixing techniques
- Describe positions of assembled components
- Discuss dimension and precision
- Describe design phases and procedures
- Describe types of technical problems
- Describe the causes of faults
- Discuss repairs and maintenance
- Discuss technical requirements
- Suggest ideas and solutions
- Describe improvements and redesigns
- Describe health and safety precautions
- Discuss regulations and standards
- Write and explain written instructions and notices
- Describe automated systems
- Discuss trends
- Give approximate figures
- Explain tests and experiments
- Exchange views on predictions and theories
- Discuss causes and effects
- Describe physical forces
- Describe capabilities and limitations
- Discuss technical requirements

### ***English for Aviation (NQF 5)***

At the end of the course, you will be able to use the appropriate language to:

- Use standard phraseology and plain language
- Request clarification and make requests
- Confirm and clarify
- Request confirmation
- Describe the seriousness of a situation
- Give instructions and resolve problems
- Handle turnaround incidents
- Report anomalies
- Describe what they can see, hear and feel
- Respond to problems
- Manage a departure
- Coordinate actions
- Deal with garbled messages
- Clarify and rephrase
- Use coded/numerical sources
- Say why you are unable to do something
- Report incidents
- Distinguish call signs, frequencies and settings
- Identify causes
- Manage separation and level changes
- Talk about feasibility and intention
- Ask about availability
- Express concern
- Describe precautions
- Express urgency
- Relay information

- Report past actions
- Describe a flight path
- Summarise
- Suggest action

### **Forthcoming**

#### ***English for Project Management (NQF 6)***

Develops the professional English communication skills needed for a wide range of project management activities.

### **Entry Requirements**

- Minimum of 18 years of age
- NQF Level 4 competence in English
- You may be required to complete a pre-assessment to determine your level of English proficiency. The pre-assessment is a one hour written test.

If you are required to do so, you can write the pre-assessment and register between the following times at the Johannesburg campus: Monday - Friday 08h00-16h30 OR Saturday 08h00-12h00.

### **Course Duration**

Each course consists of 40 contact hours and runs for 10 weeks. The sessions take place twice a week in the evening from 18h00 to 20h00. The exam is written in the 11th week.

### **Certification**

Each course entitles participants to a University of the Witwatersrand Short Course Certificate of Competence.

### **Course Fees**

Each 40-hour course is R6 900.00.

The course fee includes:

- Registration
- Pre-assessment (if required)
- Course book
- Course handouts
- Branded file and exam pad
- One set of dividers
- Branded pen
- Result Letter
- Certificate

## **CAREER READINESS PROGRAMME**

This programme is designed to develop the specialist English language knowledge and communication skills that job-seekers need to apply for and secure jobs. It is ideal for both working professionals and those new to the world of employment.



## Course Descriptions

### **Course 1: Communicative Grammar**

See pg 5 for course description

### **Course 2: Business Writing**

See pg 5 for course description

### **Course 3: Report Writing**

See pg 5 for course description

### **Course 4: Presentation Skills**

See pg 5 for course description

### **Course 5: English for Job Application and Interview Essentials**

At the end of the course, you will be able to use the appropriate language to:

- Research the job market
- Prepare a suitable Curriculum Vitae (CV)
- Avoiding common CV mistakes
- Detailing education and qualifications
- Describing interests
- Providing references

- Write a compelling cover letter
- Identifying key marketable skills
- Highlighting work experience
- Preparing for interviews
- Answering interview questions effectively
- Avoiding common language mistakes in interviews

**Course 6: English for Critical Thinking**

At the end of the course, you will be able to use the appropriate language to:

- Identify, evaluate, and construct inductive and deductive arguments in spoken and written forms
- Evaluate evidence and make appropriate inferences from that evidence
- Identify the point or purpose of written and/or oral texts
- Identify implicit assumptions
- Express ideas with clarity
- Produce clear and transparent arguments

**Entry Requirements**

- Minimum of 18 years of age
- All candidates must be literate and numerate.
- All candidates are required to complete the pre- assessment (to determine the candidate’s level of English proficiency) to ensure they enter the programme at an appropriate level. The pre-assessment is a one hour written test.

If required to do so, you can write the pre-assessment and register between the following times at the Johannesburg campus: Monday - Friday 08h00-16h30 OR Saturday 08h00-12h00

**Course Duration**

Each course consists of 40 contact hours and runs for 10 weeks. Some courses run on Saturdays from 09h00-13h00 and some courses take place twice a week in the evening from 18h00 to 20h00. The exam is written in the 11th week.

**Certification**

Participants are entitled to a University of the Witwatersrand Short Course Certificate of Competence.

**Programme Fees**

COURSE	FEES
Communicative Grammar	R4 900.00
Business Writing	R4 900.00
Report Writing	R4 900.00
Presentation Skills	R4 900.00
English for Job Applications and Interview Essentials	R4 900.00
Critical Thinking for Business Contexts	R6 900.00
TOTAL	R31 400.00

The programme fee includes the following per course:

- Registration
- Pre-assessment (if required)
- Course book
- Course handouts
- Branded file and exam pad
- One set of dividers
- Branded pen
- Result Letter
- Certificate

**Please note:** The total programme fee does not need to be paid up front. Each course can be paid for individually.

## **FORTHCOMING EXECUTIVE EDUCATION PROGRAMMES**

Executive Education communication programmes are ideal for the new generation of leaders wanting to engage with the challenges of doing business in local and international markets.

### **English Communication for New Managers (NQF 6)**

It is oriented towards new managers or managers growing from a technical specialist to a general management role.

### **English Communication for Leadership (NQF 7)**

It is aimed at decision-makers responsible for leading organisations or significant units within organisations.

## **CORPORATE TRAINING**

### **Developing your Future**

Working in the global market means having globally literate staff. As companies develop their local and overseas markets they need to ensure that their staff are capable of meeting the challenges of conducting business. While our corporate training focuses on individuals, our aim is to develop the overall capacity of the corporate world's number one asset – its staff. By targeting individual skill deficiencies, upskilling new graduates and reskilling existing staff, we can help you to address the future needs of your business and stay ahead of the pack.

### **Building Capacity**

Our corporate training provides English communication skills that can be applied to real world workplaces. Participants develop global leadership skills and competencies that enable them to lead development and expansion into local and overseas markets. They also develop cross-cultural understanding, diversity in thinking and the ability to adapt to different work environments.

Effective communication strengthens the connections between a company and all of its stakeholders and benefits businesses in numerous ways:

- stronger decision making and faster problem solving
- increased productivity and steadier workflow
- stronger business relationships
- clearer and more persuasive marketing messages
- enhanced professional images for both employers and companies
- lower employee turnover and higher employee satisfaction
- better financial results and higher return for investors

### **Meeting Your Needs – Customised Programmes**

Customised programmes are tailored group courses developed especially for organisations, government and corporate clients to meet their specific communication and professional goals.

We understand that each organisation is unique and we work in partnership with you to deliver solutions to your particular needs. We can tailor existing courses or develop a fully-customised corporate programme to include:

- Conducting a comprehensive training needs analysis
- Clarifying key learning outcomes
- Developing a training programme in consultation with key stakeholders
- Conducting a pilot programme
- Program evaluation and follow-up

Benefits to organisations, government and corporate clients:

- Cost savings – For groups of 10 or more participants it is an extremely cost-effective and time-efficient way of developing your staff.
- Convenience – We can present our courses at your premises, our venue or an alternative location at a time of your choosing.
- Relevance – Off-the-shelf content can be tailored to suit your organisation. Your staff will benefit from both your and our individual attention.
- Quality – you'll experience the same quality of content and presenter you've come to expect from our public courses.
- Follow up – we provide a report on participants' feedback ensuring you have a record of the success of the training.

### **Programme Duration**

Course dates and durations are flexible and can be arranged to suit your needs. A programme can range from one week to three months.

### **Programme Cost**

The fee will depend on the nature of the programme. We provide a customised quote once your needs have been identified.

### **Take the Lead**

Contact us now to discuss how we can meet your organisation's needs: [wls@wits.ac.za](mailto:wls@wits.ac.za) or 011 717 4206

## **ONE-ON-ONE LANGUAGE COACHING**

This personalised programme is designed to enhance your performance in the English language. You will learn with highly-qualified and experienced facilitators in a one-on-one framework tailored to your specific needs. Through an initial intensive, targeted needs analysis and consultation, facilitators will assess your individual requirements and develop a training programme aimed at helping you to meet your professional goals. Expect to enhance your communication competencies via energetic discussion and debate, critical reflection, and intensive feedback from your facilitator.

### **Duration of Course**

You and your facilitator will devise a personal plan based on your needs.

### **Coaching Venue**

Sessions are held at Wits Language School in Johannesburg or at your place of work.

### **Fees**

A single lesson is R400.00 per hour.

The needs analysis is R500.00.

If the sessions are held at your place of work, travel expenses will be incurred.

## HOW TO APPLY

### STEP 1: CHOOSE YOUR COURSE OR PROGRAMME

Use this information in the brochure and on our website to choose the course that's right for you.

### STEP 2: APPLY

You can apply online at:

[www.witsanguageschool.com/Courses/EnhancingLanguageSkills/EnglishforProfessionalDevelopment/Register.aspx](http://www.witsanguageschool.com/Courses/EnhancingLanguageSkills/EnglishforProfessionalDevelopment/Register.aspx)

You need to attach a copy of your ID with your application.

### STEP 3: PAY YOUR FEES

You can pay your fees by EFT, credit card or debit card.

If you pay by EFT, email your proof of payment to [wls@wits.ac.za](mailto:wls@wits.ac.za).

If you are going to be sponsored by your employer, you need to bring a letter on your company's letterhead stating that your employer is responsible for the fees.

### STEP 4: WRITE THE PRE-ASSESSMENT (if required to do so)

Come into Wits Language School at the times indicated in the Course Schedules. Bring the following documents with you:

- Copy of your ID/passport (if you have not emailed it)
- Proof of payment (if you have not emailed it)

### STEP 5: NOTIFICATION OF PRE-ASSESSMENT RESULT

You will be notified by email, in which course you have been placed, within 3 days of writing the pre-assessment.

## 2016 COMMUNICATION FOR PROFESSIONAL DEVELOPMENT COURSE DATES

General and Business English Courses						
Johannesburg Campus				Pretoria Campus		
	START DATE	END DATE	EXAM DATE	START DATE	END DATE	EXAM DATE
Intake 1	30 January	16 April	23 April	30 January	16 April	23 April
Intake 2	28 May	30 July	06 August	28 May	30 July	06 August
Intake 3	03 September	12 November	19 November	03 September	12 November	19 November
English Language Training for the Deaf						
	Intake 1	30 January	16 April	23 April		
	Intake 2	28 May	30 July	06 August		
	Intake 3	03 September	12 November	19 November		

## English for Specific Purposes (ESP) Courses

### Johannesburg Campus

COURSE	START DATE	END DATE	EXAM DATE
English for Marketing	05 March	28 May	04 June
English for Project Management	05 March	28 May	04 June
English for Negotiating	05 March	28 May	04 June
Speaking for Business Contexts	05 March	28 May	04 June
English for Project Management	06 August	15 October	22 October
English for the Finance Sector	06 August	15 October	22 October
English for Human Resources	06 August	15 October	22 October
Speaking for Business Contexts	06 August	15 October	22 October

### Unit Contact Details

Maria Sesing – Senior Administrative Assistant

Tel: +27 (011) 717 4206/08

Fax: 086 521 733

Email: [wls@wits.ac.za](mailto:wls@wits.ac.za)

[www.witslanguageschool.com](http://www.witslanguageschool.com)



Wits Language School reserves the right to review courses, course dates, hours of tuition and fees at any time without notice.