

# In Partnership



The Open  
University

Open University International Partnerships: Newsflash

Open University Worldwide

Newsletter for International Partners

April 2010

## Open University promote ELT courses at London Book Fair



To discuss English language teaching materials or to make an appointment with Jo at London Book Fair, contact Jo Ham at [j.l.ham@open.ac.uk](mailto:j.l.ham@open.ac.uk).

The Open University will be attending the London Book Fair during the 19th to 21st April 2010, promoting three new interactive online courses that give students access to academic and business English in an exciting new way, joining students across the world in live online communication.

The London Book Fair is the global marketplace for rights negotiation and the sale and distribution of content across print, audio, TV, film and digital channels. Over 23,000 industry professionals attend this trade event, the largest gathering of international literary agents, publishers and publishing suppliers.

The new Open ELT courses are designed for students who want to improve their mastery of academic and business English. Aimed at general university level learners, undergraduate business students and postgraduate business students, the courses help students develop expertise in business and academic English, as well as building their confidence in their chosen subject.

Open ELT Course Consultant Joanna Ham will be attending the three day event, meeting new and familiar contacts and networking and sharing knowledge with colleagues across the industry. A former Marketing Manager for The Open University, Jo also has extensive experience in the international marketing and licensing of multimedia language courses, higher education and English Language Teaching materials.

The demand for English language teaching is expected to grow to two billion learners by 2010 and is increasingly a basic requirement in education systems throughout the world. The Open University has a strong reputation in ELT teacher training through large scale projects in Africa and Bangladesh.

"This is an important new development for teachers and students of English, whether they are studying for business or for general purposes", notes Jo Ham; "The OU's unparalleled expertise in online education offers students the flexibility to develop the professional communication skills that are important to them, as well as exciting opportunities for real-time conferencing with others around the world".

The courses are available for sale or licensing as a flexible package. To discuss English language teaching materials or to make an appointment with Jo at London Book Fair, contact Jo Ham at [j.l.ham@open.ac.uk](mailto:j.l.ham@open.ac.uk) or on +44 (0)7958 783596.

### Student reviews of LB160, Professional communications skills for business studies

"I would recommend [this course] to everyone who is starting to study for a Business Studies qualification... The course books introduced me to business documents, new vocabulary and how best to use it, as well as revising English grammar and showing me how to write academic essays and business reports."

[Review posted December 2009.](#)

"This course has significantly contributed to my success in the other courses I completed at the same time... I began to see so many common mistakes in my every day communication skills and this caused me to really focus my attention on what I was producing whether written, verbal or via emails."

[Review posted February 2009.](#)

For more information on English Language courses, visit [www.ouworldwide.com/english\\_courses.asp](http://www.ouworldwide.com/english_courses.asp)