

# Business English Through Case Studies

## Read, listen, engage, discuss



### Designed and Taught by Experienced Managers

We use articles, case studies and podcasts from leading international business publications such as the Harvard Business Review. Key benefits include:

- Expanding active vocabulary
- Understanding a variety of accents and speech cadences
- Engaging in meaningful discussion around issues facing today's managers
- Improving grammar and word usage
- Developing writing skills



#### Cold Call

Harvard Business School's legendary case studies, distilled into podcast form.

#### Subscribe On:



### Customised to Meet Your Needs – Tailored to different vertical sectors

- Individual or group courses
- Floating or regular sessions
- Materials selected based on manager's skill level and experience
- Choice of finance, sales & business development, marketing & PR, startup strategy and fundraising topics, among others

### Taught by Seasoned Professional Native Speakers



#### Michael Sonenshine CFA

- 30 years career experience
- Finance and business analysis specialist
- Native speaker from the US



#### Paul Kucera

- 30 years career experience
- Mentor, marketing and communication specialist
- Native speaker from Australia

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### **Benefits of the Case Approach**

- Language is learned through real time communication about real issues
- Variety of media formats facilitates faster and better overall learning
- Classes are more interesting and engaging
- Managers become more confident using the language
- Managers work with relevant and meaningful materials
- Managers become better communicators and more effective leaders
- Opportunity to tailor lessons to real issues and opportunities your company or organisation is currently dealing with

### **About SymSmart**

SymSmart provides consulting services in finance, marketing and corporate strategy. Our professionals have more than 30 years international experience. We are a member of the Symfonie Group, of Companies. Symfonie provides a range of innovative investment management solutions, including an Angel Investment Fund, a Lending Fund and private wealth management.

### **Further Information & Contacts**

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