



Business

Business English Made Simple

THE  GROUP

Learn, Communicate, Succeed



Connect to the World of Business

Q Business is a comprehensive, innovative business English course, based on up-to-date language learning theory and the latest in cutting edge technology. The course follows an electronics company and its search for a sales representative to market a new product and presents an authentic business setting to gain practical experience, and excel your business skills.

Q Business features specifically designed lessons and case studies to strengthen reading & listening skills, through the use of interactive courseware, video, audio and pictures. Our business courses also serve as excellent preparation for the BEC (Business English Certificate) Vantage examination.

Following a highly effective, project-based approach that delivers results, **Q Business** is ideal for managers, office staff, consultants, business professionals, business schools, and university students. **Q Business** uses real-world scenarios and skills, such as event planning, marketing products, creating company profiles, writing competitive analyses, examining company finances, attending sales and more to ensure your business success!

The **Q Business** versatile range of educational products and solutions are available in a range of formats, including; fully online or computer-based lessons and activities, online community and enrichment features, Local hosting (LAN) and CDs.

Customization

The Q Business Line can be customized to fit the needs of every client and learner. Customization options include:

- Choice of specialized series and packaging solutions.
- Bilingual glossary.
- Localization to learner's native language, including support.
- Specific technological platforms, content, graphic design, and media.
- Highly adaptable licensing options.
- Tailoring to specific registration and billing structures, for fast and easy integration into existing systems.

Q Business Online

An ideal self-study solution for business people on the go, **Q Business Online** focuses on listening and reading skills and develops problem solving in realistic business situations. The course encourages learners to acquire the language skills and strategies they need in a competitive world where proficient Business English is essential. This diverse, stimulating course includes:

- An informative **one-hour video** demonstrating a genuine business environment.
- Eight profession-specific **case studies** that stimulate **learner problem solving skills**.
- **SCORM-compliant** content with a variety of media.
- **Simple assessment** at the conclusion of each unit, plus end-of-course **online tests** to evaluate progress.
- User-friendly online features **help files** in local languages, **tool tips**, and a **lexicon**.
- *More Activities* worksheet for each computer-based lesson.



Quartet Business

A fully blended solution designed specifically for teacher-led and classroom environments, the course combines the benefits of both online and offline components. The online course focuses primarily on listening and reading skills, while the face-to-face lessons focus on speaking and writing. **Quartet Business** prepares learners for all business environments, as well as the BEC (Business English Certificate) and Cambridge ESOL examination.

- A blend of delivery channels: face-to-face activities, **course books**, computer-based lessons, **lab tasks**, assessment, and **teacher's materials**.
- Authentic **business text types** like company profiles, SWOT charts, contracts, white papers, and more, that teaches learners how to develop and evaluate
- Authentic **business simulations** that learners carry out in groups of four.
- Customized Quartet Scholar catering to different learning styles through the **Learning Management System (LMS)**.
- Full **teacher support** includes teacher's guides with lesson planners, training courses, teacher-only forums, and web-based seminars.
- User-friendly; the Quartet Scholar LMS enables **simple and efficient** administration. **Content and online activities** are easily assigned to classes, groups or individual students.



Quartet



Q Business Online

Case Studies





The Q Group excels in the development, production, and marketing of innovative language instruction solutions, focusing on English as a Foreign Language (EFL) and English as a Second Language (ESL).

Through innovative solutions, state-of-the-art technology, and an international team of multidisciplinary experts, **The Q Group** has established itself as one of the foremost in the language learning field. Continual development of new, landmark content and educational solutions for global partners is an integral part of our portfolio, in a dynamic and ever-growing market of learners and teachers.

Founded in 1993, **The Q Group** enjoys fruitful alliances with leading publishers, national educational authorities, learning institutions, language schools, retail distributors, Internet Service Providers, and professional e-learning organizations around the globe.

Part of the US-based private equity investment firm SCP Partners, **The Q Group** continues to develop award-winning products that meet the evolving needs of English language learning.