

THE TRAINING
THAT
CONNECTS
WITH

**English
Edge**  **PRO**
The real English learning experience



THE **FUTURE**



EnglishEdge Pro

THE CUTTING-EDGE ADVANTAGE FOR LIFE

Identifying the need for effective communication skills and soft skills, Liquid, in collaboration with BBC Active, has developed a world-class English Language and skill-enhancement learning programme, EnglishEdge Pro. The objective of this programme is enhancing employability and creating global communicators across various Professional Institutes and Colleges in India.

Indianised to match the needs of students, the EnglishEdge programme's effectiveness lies in removing the 'mother tongue influence' in spoken English, which has been identified as a weakness in communicating effectively on a global platform. Using a unique "Blended Learning" concept – a judicious mix of instructor-led and computer-based training – the multimedia-rich, digital content creates an engaging, interactive scenario that's conducive for a learner to imbibe the skills of communicating fluently, effectively and confidently; thus gaining the cutting-edge advantage for life.



EnglishEdge

THE TRUSTED NAME IN ENGLISH LEARNING

The EnglishEdge solution has won widespread recognition and the trust of reputed customers including British Council, Hughes, Frankfinn, Allahabad University, Haryana Agricultural University, HCL, Educomp, ICFP, Jetking, Indian Military Academy, IGNOU, Allahabad University, JSS Academy of Technical Education amongst many others.

Over 100,000 learners from institutes and organisations such as these have experienced a change in their lives with EnglishEdge. The programme has given them the motivation, skills and confidence needed to face life successfully.



HCL

**BRITISH
COUNCIL**

Jetking®
India's No.1
Computer Hardware & Networking Institute

Frankfinn
INSTITUTE OF AIR HOSTESS TRAINING
fly high

Educomp™
What Learning Can Be



DO YOU KNOW?

**Of the 3.7 million students
graduating in 2010, as few as
10-15% are employable.**

That goes for general graduates. For engineering graduates the employability is just 25%. This is clearly a case of dissonance between the skills students are equipped with and the skills needed to sustain in any industry today. One of the key skills required to be successful in the work sphere has been identified as Effective Communication Skills and Soft Skills, which are not a part of our education curriculum today. Lack of these skills has severely impacted the development of talent over the years.

MAKING A POSITIVE DIFFERENCE BY DESIGN

Implementing an innovative approach to English Teaching

EnglishEdge Pro incorporates a critical difference in the delivery model and empowers Institutes and Colleges to reap unmatched benefits from the programme.

Creating budding performers across management functions

The curriculum of the programme has been crafted keeping in mind industry requirements. Thus, anyone who undergoes this training, acquires the required skill-set for effectively performing any of the management functions in whatever career he takes up.

Improving decision-making capabilities of the students

The Case method learning that is used by us in the classrooms exposes students to real-world decision-making scenarios. This unique methodology improves the thought process of the students and enables them to communicate effectively in a decision-making function.

Revolutionising the way we teach

EnglishEdge Pro provides a complete set of aids to the Trainers at Institutes and Colleges: they are empowered with additional tools for creating effective learning scenarios. The institution's own trainers will be trained to deliver this programme. A rigorous 'Train-the-Trainer' programme is organised for selected trainers of an institution, conducted by an expert Master Trainer. This programme can be organised at the institution's own campus.

Alternatively, Trainers are also made available by Liquid to deliver the programme at the institution's campus.



SOLUTIONS THAT WE OFFER

EnglishEdge Business Communication Course (EEBC)

This product is offered to students who, while being proficient in English, find it difficult to communicate effectively in a manner befitting a business professional.

- Carefully designed course mapped to the leading business school curriculum
- Curriculum that is linked to industry needs
- Emphasis on training students on key professional use of language, specifically with relation to speaking and writing

Personality Development Crash Course (PDCC)

This product is meant for students who are seeking to enter the job market, being fully aware of the professional skills they need to succeed in the industry of their choice.

- Case study and scenario based approach which presents real-life solutions to students
- Activity-centric course that exposes the student to industry needs and requirements
- Mapping to specific industry requirements

Customized English Learning Solution (CELS)

This product is offered in three verticals to students who need to improve their communication skills and simultaneously get ready for the industry. With its clearly defined pedagogic approach, coupled with a blended learning solution, this product caters to all levels of students.

Basic English

- Meant for students who display limited confidence while speaking in English
- Vocabulary building
- Evaluation, Assessment & Feedback which provides a comprehensive solution
- Visually attractive multimedia software with features like Accent reduction training, glossary, etc.

Intermediate Level

- Meant for students having basic grounding in English
- Emphasis on spoken English and Accent neutralization
- Inputs on intonation and voice modulations explained through video based simulation and sound graphs
- Visually attractive multimedia software with features like Accent reduction training, glossary, etc.

Advanced Level

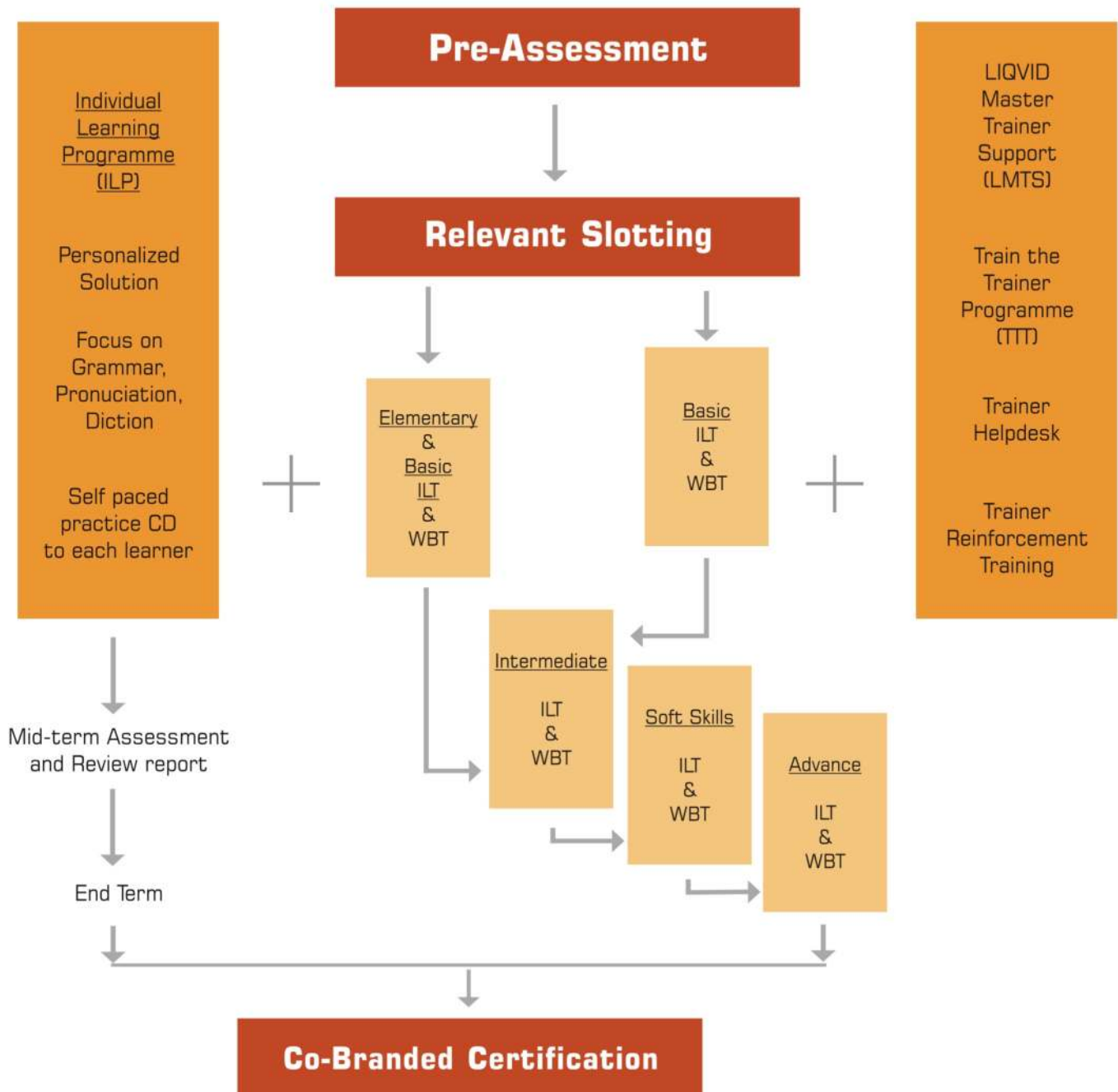
- Meant for users who use the language confidently but still need finesse
- Developed in collaboration with the BBC
- Emphasis on multimedia use of language, with specific focus on industry needs

Language Lab Solution

- Meant for users who use the language in everyday and want to hone their skills
- Focus on areas like listening, speaking, pronunciation, intonation, grammar and vocabulary
- Console software with tools for both instructor and students to facilitate better learning

Our Approach

LLMS-LIQVID Learning Management System



EQUIPPING STUDENTS TO PERFORM ON A GLOBAL PLATFORM



UNIVERSITY *of* CAMBRIDGE
ESOL Examinations

Authorised Centre

EnglishEdge has a tie-up with University of Cambridge for The Cambridge ESOL Certification in India. Thus, when one completes the EnglishEdge Pro programme, one has the opportunity to take BEC, BULATS, ICFE and TKT certification test and graduate on to the global platform of communicators.

Business English Certificate (BEC)

Business English Certificate (BEC) from Cambridge ESOL is a skill based qualification, giving learners an opportunity to learn and demonstrate the practical language skills. Many companies provide training programmes so their employees can improve their English Communication Skills and take BEC to showcase their achievement. Many Indian companies like Aptech, Eicher Motors, Hewlett Packard, Indian Oil, Wipro endorse the internationally recognized certifications by University of Cambridge.

BULATS (Business Language Testing Service)

BULATS is a multilingual tool for companies and organisations that need a rapid, reliable and cost-effective way of assessing the language skills of employees, trainees and job applicants. BULATS tests communication skills that are needed in real business situations. Unlike other assessment tools, it enables testing of all four skills — listening, speaking, reading, and writing.

The Cambridge Advantage

- Globally recognised qualification
- Improves job prospects and adds value to the CV
- Gives opportunity to learn practical workplace English skills
- Preparing for BEC improves one's confidence in using business English, particularly in speaking
- Many universities worldwide recognise BEC for business courses
- Advantage in campus interviews – higher placements of students



STRATEGIC PARTNERS



UNIVERSITY *of* CAMBRIDGE
ESOL Examinations

Authorised Centre



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