

### **SCCIOB rolls out new course on “Practical English for Community Integration” for new immigrants**

Singapore Chinese Chamber Institute of Business (SCCIOB) will be rolling out a course on “Practical English for Community Integration (生活达人实用英语)” in March 2012 - to help new immigrants improve English proficiency in their daily lives – revolving around the fundamental needs of clothing, food, housing and transportation.

New immigrants would be able to integrate even more quickly into mainstream Singapore society if they can master basic English in their workplace and daily lives. A language course with a difference, ‘Practical English for Community Integration’ focuses on real-life situations in an English-speaking environment. The course will apply interactive teaching methods, like role play, conversations, learning from practical scenarios such as using English at shops, banks, hospitals, running errands at government departments, ordering food in restaurants, taking taxis and other modes of public transport.

After completing the course, participants can take up more advanced and/or workplace English courses offered by the institute, such as Business English, English for Front-line staff, English for the F&B Industry and English for Service Literacy Test. They could also attend a diversity of events organised by SCCC, and have the opportunity to network with members in English.

To encourage greater participation, the Singapore Chinese Chamber of Commerce Foundation will be providing a subsidy for all Singapore citizens and Singapore Permanent Residents who sign up for the course.

Many new immigrants have benefited from the other English courses offered by SCCIOB. Mr Zou Shi Lei, 30, a China national and Singapore Permanent Resident, was assigned as a trainer since last year by his employer, a local software application development and solutions service provider. Owing to the English language requirements in this new role, his employer sponsored his enrolment in the Certificate in Business English (Elementary level) course. Mr Zou benefited greatly from attending the course, and can now use basic English to communicate confidently with his colleagues and clients.

SCCCI President Mr Teo Siong Seng said: “SCCCI fully supports the government’s drive towards integrating new immigrants. We will continue to leverage on our strength in grooming bilingual talent, and provide excellent bilingual training services for the community, government and the private sector.”

Those interested in signing up for the course could contact SCCIOB at 63341080 and/or [info@scciob.edu.sg](mailto:info@scciob.edu.sg) for more information on its “Practical English for Community Integration” and other courses.

For further enquiries, please contact:

Mr. Alwyn Chia  
Manager, Corporate Affairs &  
Administration  
Singapore Chinese Chamber  
Institute of Business  
Tel: 6505 3837  
HP: 9727 5665  
Fax: 6337 1165  
E-mail: [alwyn@scciob.edu.sg](mailto:alwyn@scciob.edu.sg)

Queenie Ho  
Senior Executive  
Corporate Communications &  
Strategic Relations  
Singapore Chinese Chamber of  
Commerce & Industry  
6337 8381  
HP: 9758 8733  
Fax: 6339 0605  
E-mail: [queenie@sccci.org.sg](mailto:queenie@sccci.org.sg)

### **About Singapore Chinese Chamber of Commerce & Industry**

*Established in 1906, the Singapore Chinese Chamber of Commerce & Industry (SCCCI) is an internationally renowned business organisation and the apex body of the Chinese business community in Singapore. It is the founder of the biennial World Chinese Entrepreneurs Convention and the World Chinese Business Network ([www.wcbn.com.sg](http://www.wcbn.com.sg)), a global online business information portal. It plays a key and proactive role in representing the interests of the local business community. In its continued drive for service excellence, the SCCCI has become the first business chamber in the region that has been awarded ISO 9001-2000 certification since 1995. In 2009, the Chamber successfully upgraded its ISO certification to ISO 9001-2008.*

*The SCCCI has a membership network of 142 trade associations and 4,000 corporate entities including large financial and business organisations, multinational corporations,*

*government-linked companies, small and medium enterprises from a wide spectrum of trades and industries. Together, they provide the business community with vast resources and an influential global Chinese business network for business, culture and education.*

**About Singapore Chinese Chamber of Commerce Foundation (SCCCF)**

*SCCCF is a subsidiary of Singapore Chinese Chamber of Commerce and Industry (SCCCI) and was incorporated on 27 January 1966 as a company limited by guarantee and not having a share capital. It is an approved Institution of a Public Character (IPC) and its IPC status was extended for a further five years commencing from January 2007. SCCCf's mission is to contribute to the community development of Singapore by promoting educational, cultural, community and charitable activities and its vision is to foster a cohesive, compassionate and culturally vibrant society through the provision of funding for meaningful educational, cultural, community and charitable causes and projects. For more information on SCCCf, please refer to: <http://english.sccci.org.sg/index.cfm?GPID=272>*

**About Singapore Chinese Chamber Institute of Business (SCCIOB)**

*SCCIOB is a subsidiary of Singapore Chinese Chamber of Commerce & Industry (SCCCI) and an ISO 9001:2008 certified not-for-profit training and education body registered under the Registry of Societies (ROS 0212/1990). The Institute's history as a training and education provider can be traced back to 1984 when it first started as a Training Centre with governmental aid. It upgraded to its current status, the Institute of Business, in 1996. SCCIOB caters to the learning and development needs of a wide variety of trainees and students, including industry/company leaders and senior managers, working professionals and academic students, both local and international. The programmes offered can be broadly classified under business studies, language & cultural programmes, skills training, customised corporate programmes and China immersion programmes. For more information on courses offered by SCCIOB, please refer to [www.scciob.edu.sg](http://www.scciob.edu.sg).*

## **Certificate in Beginners English for Community Integration**

### Course Objectives

- Following an initiative by former Minister Mentor Lee Kuan Yew to conduct courses on simple English for new immigrants
- To introduce frequently used English phrases for participants to ease into their community
- To build a learner's confidence to communicate in English at social or official occasions
- To emphasise on listening and speaking initially followed by reading and writing with emphasis on filling up forms for different situations
- To facilitate participants to expand their social circle

### Target Participants

- Singaporeans and Singapore Permanent Residents (especially new immigrants) who have a basic foundation in English but lack the ability to speak fluently in the language

### Course Outline

This course is designed to teach commonly used phrases, questions and appropriate vocabulary for participants to initiate socialising opportunities or when running errands at different agencies and places. There will be a mix of lectures and group activities to reinforce learning followed by an on-site practical observation to assess participants' learning outcome towards the end of the course. The topics covered in the course spread across various local contexts that an individual is likely to experience.

A variety of local contexts pertaining to the four basic needs of living (衣食住行) will be featured. A series of practical topics will be featured: greetings, food, the neighbourhood amenities, numbers and money, transport, fixing appointments and others. Participants will get to practise their listening, speaking, reading and writing skills through lectures, role-play, dialogues and group activities. The course will be conducted in an interesting and fun way where participants will also get to know new friends.

### Medium of Instruction

English

### Total Training Hours

30 hours

Duration of Classes

Each lesson is 3 hours. All classes are conducted at SCCIOB premises during the day.

Upcoming Intake

- a) Leisure Mode – starting 24 March 2012, every Saturdays from 2–5 pm
- b) Intensive Mode – starting 6 March 2012, every Tuesday and Thursday from 9 am–12 pm

Registration and Enquiries

For more information, kindly contact SCCIOB at 63341080 and/or [info@scciob.edu.sg](mailto:info@scciob.edu.sg)