



## DAVID COTTON

### Education

Bachelor of Arts Political Economy University of Reading  
Master of Arts French Language & Literature University of Toronto  
Diploma in Business Administration Thames Valley University

### Work experience

Aug 1974 – present **London Metropolitan University** (formerly London Guildhall University)

Senior Lecturer in English Language Responsibilities

- Teaching English Language, English for Business, training teachers of English for Business
- Planning and developing syllabuses and programmes for the above
- Devising and teaching specialised courses for business executives
- Preparing students for public examinations
- Tutoring students for the Foundation Course

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September 1970 – September 1974 **British Institute (Paris)**  
**UNESCO (Paris)**  
**Institut Francais de Gestion (Paris)**

- Responsibilities - Taught a variety of courses in English language and English for Business
- Planned and developed a course in Report Writing for UNESCO experts
  - Taught a course in British Life and Institutions
  - Planned and taught in a number of In-company courses, eg. IBM, Schlumberger, etc.

**Oct 1968 – September 1970  
University of Toronto**

**Ontario Department of Education**

**Responsibilities**

- Taught English language in a College of Education
- Provided English language instruction Italian immigrants
- Taught and was Director of the University of Toronto's Summer School in English
- Trained teachers of English for the Department of Citizenship, Ontario

**Publishing experience**

I have written or co-authored a number of course books in the field of General English and English for Business for Longman Publishers. Best-selling coursebooks include:

Agenda, Cotton and Owen, Harrap, 1980 (Business English through case studies).

Keys to Management, Cotton, Nelson 1985.

World of Business, Cotton, Nelson, 1985.

Business Class, Cotton and Robbins, Longman, 1995.

Market Leader, Cotton, Falvey and Kent  
Longman, 2002-2004 (Levels: Upper Intermediate, Intermediate, Lower Intermediate, Elementary).

This series of coursebooks are market leaders in English for Business. A Third Edition of the series is currently being written.

Language Leader, Cotton, Falvey and Kent, 2007/2008, Longman.  
(Levels Intermediate and Upper Intermediate)

Language Leader Advanced, Cotton, Falvey Kent, Lebeau, Rees.  
Longman. To be published March 2010.

**Teacher Training**

I was responsible for planning, developing and teaching the LCCI course in Training Teachers of English for Business.

I have run numerous courses training teachers of English for Business in the following countries: United Kingdom, Morocco, Russia, Spain, Singapore, France, Germany, Hungary, the Netherlands.

**Visiting lecturer** I have been Visiting Lecturer at many overseas institutions including: Singapore Polytechnic, the University of the Balearic Isles (Majorca) Tech de Co, Bordeaux University and the Institute of Budget and Treasury, Moscow.

### **Conferences**

I am a frequent speaker at international conferences and workshops, such as BESIG and IATEFL. The subjects of my talks have been: Case Studies, Presentations, Negotiation, Meetings, Motivation. Business Correspondence and Practical Teaching Techniques.