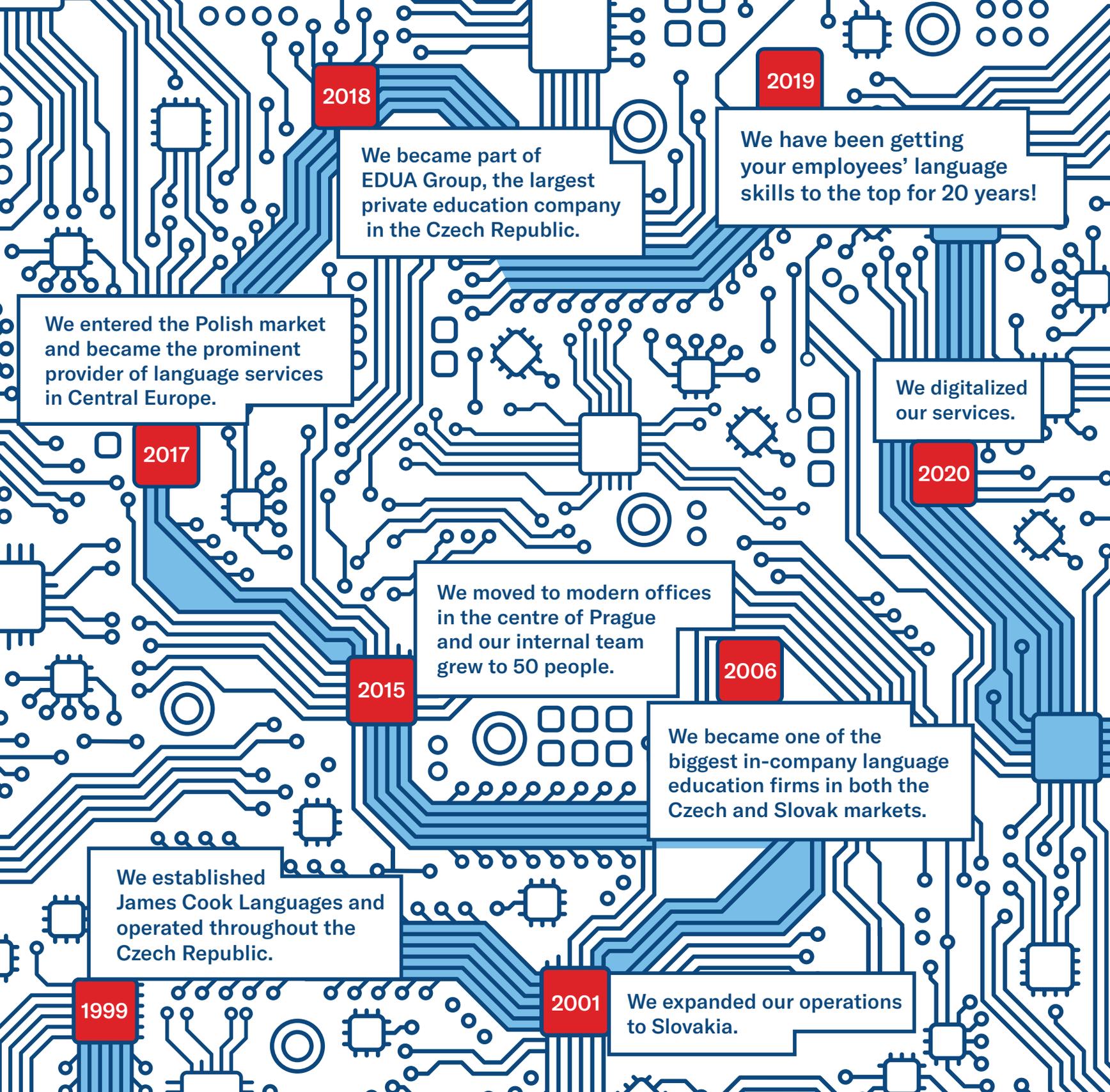




# Product Catalogue 2020/2021

**jamesCOOK**  
languages



1999

We established James Cook Languages and operated throughout the Czech Republic.

2001

We expanded our operations to Slovakia.

2015

We moved to modern offices in the centre of Prague and our internal team grew to 50 people.

2006

We became one of the biggest in-company language education firms in both the Czech and Slovak markets.

2017

We entered the Polish market and became the prominent provider of language services in Central Europe.

2020

We digitalized our services.

2018

We became part of EDUA Group, the largest private education company in the Czech Republic.

2019

We have been getting your employees' language skills to the top for 20 years!

# Digitalisation

Recently, the word digitalisation has got louder and louder in society. In spring 2020, we went through hard times which tested not only us but the whole market. We were facing challenges with how to allow students to continue with their lessons and change enable to allow students to continue with their lessons, teachers to maintain their livelihood and ways to continue working in a time where people weren't able to meet. This all had to be achieved in a matter of just a few days.

Digitalisation is the answer.

Of course, we'd had previous experience with online education but never had to face such a challenging task. We had to move more than 8 000 courses online. We are glad that you - our clients - appreciated our effort. It is thanks to you too that we were able to continue teaching.

Comprehensive online teaching, stemming from a sort of crisis, gave rise to a brand new trend which is gaining traction rapidly. Our clients have experienced how online teaching works and found that it is a great method of learning. What's more, many of them have started to demand online courses even after the end of all preventive measures.

I believe and I hope that we won't encounter such a hard time again. However, I know that whatever comes our way, you can count on our team to do their best and provide you with outstanding services, be it offline or online.



**Jakub Juhaňák**  
Managing Director

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  - 14 → One-day specialised courses
  - 26 → In-house courses
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  - 48 → New and additional services

# About us



# EDUA GROUP

We are a member of **EDUA Group**, the biggest private education group in the Czech Republic. Together with their other brands (**Top Vision, Jipka, Tutor and Digiskills**) we are focused on the lifelong learning process and innovative developments in education.



**MORE THAN  
700 CLIENTS**



**140  
CITIES**



**783 000  
HOURS PER  
YEAR**



**18 100  
STUDENTS**



**1620  
TEACHERS**



**29  
LANGUAGES**

## OUR BRANCHES

### PRAGUE

Na Florenci 2116/15  
110 00 Praha 1

### BRNO

Jakubské náměstí 127/5  
602 00 Brno

### OSTRAVA

28. října 3346/91  
702 00 Ostrava

### MLADÁ BOLESLAV

Václavkova 1115  
293 01 Mladá Boleslav

### BRATISLAVA

Laurinská 18  
811 01 Bratislava

### VARŠAVA

ul. Wilcza 31 lok. 5  
00-544 Warszawa



# REFERENCES

CZECH REPUBLIC / SLOVAKIA / POLAND



CZECH REPUBLIC





### **Nationwide coverage**

Thanks to our own team of teachers throughout the Czech Republic, Slovakia and Poland, we guarantee high quality and uniform methods and administration.



### **Consulting services**

We share our experience with you and recommend a functional model for language learning.



### **Teacher stability**

We take pride in the low turnover rate among our teachers, the result of the quality care we provide our team and our teacher incentive programme.



### **Pro-customer approach**

Our clients appreciate our flexibility and our proactive and individual approach.



### **Demanding**

We demand the very best from ourselves, our teachers and even our students, a shared approach that leads to success.



### **Outsourcing**

Once you provide us with initial information detailing your specific needs, we work with you to define the required service. We will take care of the rest.



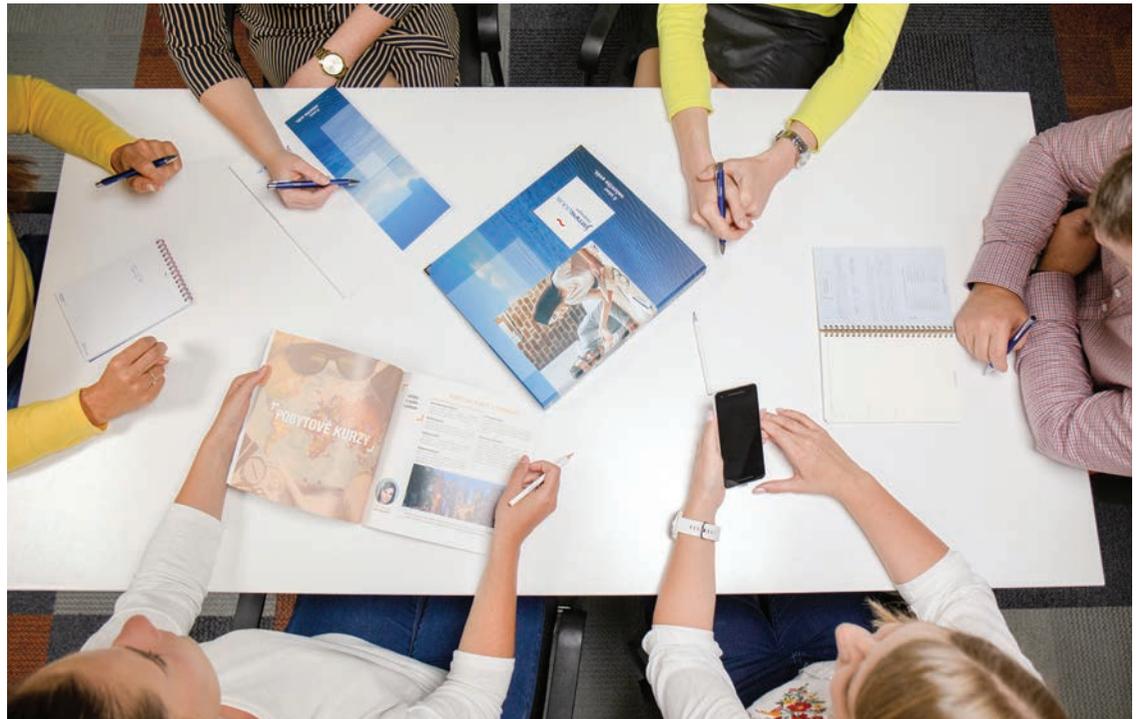
### **Online records**

We use the unique Schoolpartner information system for transparent and accurate administrative work.



### **Methodology**

The unique Coach&Practise method focuses on the systematic repetition of material and the correction of mistakes, all while respecting the needs of students.



# OUR METHODOLOGY

## Coach&Practise

The Art of Teaching.

### Who is this methodology for?

It enables us to teach languages effectively to busy professionals, who can only devote a limited amount of time out of their busy schedule. It is suitable for students who do not have much time for self-study, preparation and homework.

### What does this methodology offer?

It ensures that each lesson focuses on the communication needs of the student and their specific language needs. It especially teaches students to have the confidence to use the language and speak in a realistic context. Coach&Practise is constantly being perfected thanks to continued cooperation with our students.

### Our outstanding teachers

Using the Coach&Practise method very effectively improves the language level of each student. Our teachers are led by experienced Senior Teachers who support their further development through feedback and mentoring. We organise up to 80 different workshops for teachers every year, which build on their skills and help us to continuously perfect our methodology.

### How does it work?

#### Prepare

Firstly, we set up the teaching approach according to the students' needs based on information from a language audit. This tells us if we need to concentrate on business language, conversation, confidence when speaking on the phone, or any other type of communication the student requires for their job. We then select the teacher according to the student.

#### Coach

The Coach&Practise method guides the student towards effectively learning the language by using visualisation, self-correction and finding the best way to communicate their ideas.

#### Practise

Language is a reflex and we learn it best by using it. Our students actively speak for 80% of the time during lessons and always do so in the target language. The lessons are logically linked together, plenty of practice helps students remember new language and motivates them to actively use it in their professional and everyday lives.



**Petra Šatopletová**  
Senior Teacher

“I have been working for JCL for over 10 years. A lot of my friends have changed jobs during that time but I haven't had a reason to do so. I taught only a couple of lessons a week at first, to earn some extra money during studies. After graduation I started teaching full-time and I have been a Senior Teacher for the last couple of years. JCL has given me the opportunity to learn other things - I do language audits, prepare tests and write for our teachers' magazine. It is this variety that I value most at my job.”

# OUR TEACHERS



## Careful selection of teachers

The selection process consists of two personal interviews, the second of which is a sample lesson with an analysis of methodology and subsequent feedback.



## Teacher hierarchy system

The mentor (Senior Teacher) sits in on the teachers' classes and they have methodology and organisational meetings and evaluation sessions to discuss feedback from students.



## Thorough initial training

Upon joining, all of our teachers undergo a compulsory set of six training sessions to become familiarised with our Coach&Practise methodology.



## Detailed methodology

Corporate language training is a specific field, especially with respect to the frequency of training, motivation and the self-study options of participants. This is reflected in our Coach&Practise methodology.



### Tereza Javornická

Tereza studied German and Russian studies at Palacký University in Olomouc. She has been involved with company education first as a German teacher then as a Senior Teacher. Currently she leads the Senior Teachers team, supervises teachers' education and development and prepares and leads trainings. She has been working for James Cook Languages since 2014.



### Kara Magalhaes

Kara is our Key Teacher, trainer of special courses and tutor of teachers. She acquired a diploma in HR which - together with business communication - is her favourite topic. She has been working for James Cook Languages since 2017 but started teaching two years before that. Kara is a supervisor for our methodology team, trains internal methodology trainings and workshops for teachers, is involved in mentoring and training of special courses, and also represents and presents at conferences.



### Tom Jowett

Tom is our Senior Teacher and trainer of special courses. He has been cooperating with James Cook Languages since 2014. He studied history and political science and enjoys teaching very specific courses (e. g. Legal English or ESP). Tom leads methodological seminars and workshops for teachers, he extends our portfolio of methodological seminars and processes current topics in the industry, and he is also involved in Key Teacher Training in which presentation skills are his domain.



### Klára Večeřová

Klára comes from Brno where she graduated from an English-oriented grammar school. She successfully passed FCE, CAE and has been teaching in companies since 2012. She joined JCL in early 2014 as a teacher and since 2016 she has been a Regional Coordinator for South Moravia. You can meet her at our Brno branch where she is responsible for recruitment and development of teachers.



### Jen Hill

Jen comes from Calgary, Canada and moved to Prague in 2015. She graduated from garden architecture and worked for the government of Alberta for more than eight years. In that job, she was responsible for grants for university students in synthetic biology and nanotechnology projects. She joined us shortly after she successfully finished a teacher training. She currently works as a Senior Teacher, teaches company and intensive courses and coordinates informal meetings of teachers.



### April Mislan

April is our Senior Teacher, Community Manager and also a Key Teacher Training graduate. She has been teaching since 2011 and when teaching special courses, she uses her knowledge from Business Administration and Marketing studies. April designs and creates materials for our special courses, is the author of the main articles and activities in our teachers' newsletter, is responsible for our social media and represents us at conferences and educational events.

# Regular in-company classes



# REGULAR IN-COMPANY CLASSES

## Education concept

The first step is to identify your goals and expectations. These are then used as the basis for a language training plan.

- We have focused on corporate training for twenty years
- We share our experience
- We consult our education system with our customers
- We recommend the most effective system of education based on individual needs

### Based on the goals of the company, we establish:

- training rules
- course parameters
- the method for monitoring effectiveness and satisfaction
- the form of administrative support

We respect the specifications of HR and management of your company and analyse the needs of each student on an individual basis.

## Effectiveness of training

We evaluate the progress of our students with our unique method: **SCOPE (System of Complex and Objective Progress Evaluation)**

- Language progress = key to motivation
- We regularly test and report the progress of our students
- Knowledge is evaluated using the Common European Framework of Reference for Languages
- Online monitoring of evaluation results in Schoolpartner



### LANGUAGE AUDIT

language test and personal interview with every student



### PARAMETERS OF LESSONS

according to the needs of HR, student and manager



### BEGINNING OF LESSONS

personal meeting with teacher, syllabus preparation, textbook choice

### TEACHER CHOICE

out of over 900 teachers, according to course goal, level and other preferences

## ENTRY LEVEL

Entry testing



## STUDYING ACCORDING TO THE COMPETENCE MODEL

Semester testing

- revision test
- oral assessment
- recommendation for further study



Progress testing



## TARGET LEVEL

Further study

## Quality control and satisfaction monitoring

We monitor our students' satisfaction with the course, control the quality of training, and work on the development of our teachers. We report the results to you and provide feedback to teachers during their evaluation meetings.

- Verification of satisfaction after three lessons by phone or email
- Electronic satisfaction surveys twice a year
- More than 650 classroom methodology inspections per year
- Personal lesson analysis, feedback and work with a development plan for the teacher



**EFFECTIVE  
LESSONS**



**PRECISE  
ORGANISATION**



**FLEXIBILITY**



**FLAWLESS  
ADMINISTRATION**

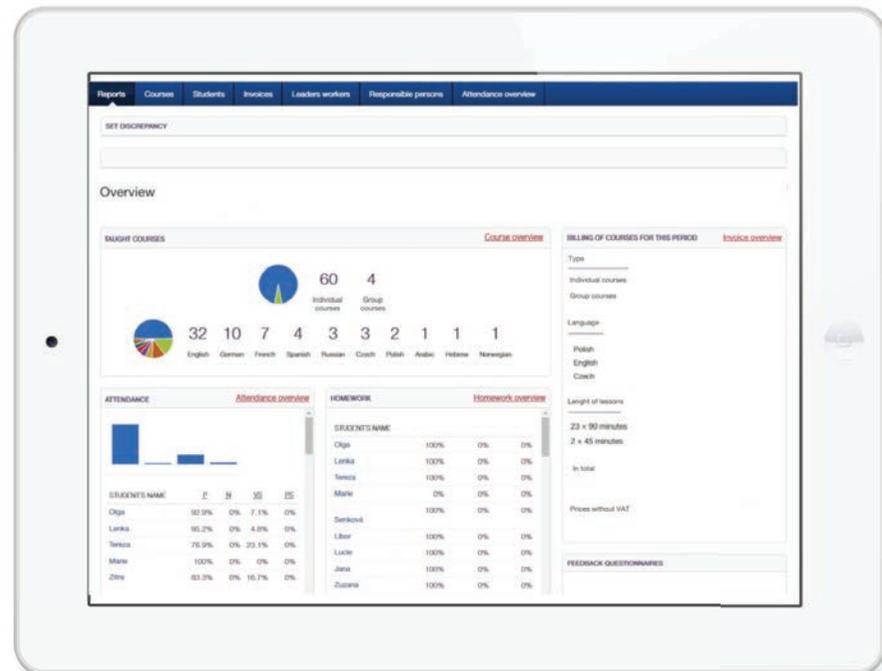


**PLEASANT  
COMMUNICATION**

## Thorough and flawless administration

We use the comprehensive information system **Schoolpartner**. We developed the system directly for the needs of corporate language training to ensure that it is clear, simple, intuitive and contains all the necessary outputs.

- Online access to all language training information
- Courses, students, teachers, timesheets, an overview of teaching and attendance
- Calculating costs for individual students of cost centres
- Results of student satisfaction survey
- Evaluation and long-term monitoring of student progress
- Electronic submission of invoices and billing history
- Group email communication with course participants
- Access for HR, managers and students



## Online lessons

Current technologies guarantee high-quality lessons online. Both our language school and our teachers are well-versed in lessons in a virtual environment. We offer this form of learning by default and classes can be easily arranged. Online courses are led akin to face-to-face lessons and represent a full-fledged alternative.

### What does an online lesson look like?

The teacher sends you a link to the chosen video conferencing platform - you do not have to trouble yourself with anything - only have a device equipped with a microphone/camera connected to the internet at the ready.

Apart from leading the lesson, the teacher uses:

- A presentation which keeps the structure of the lesson
- Chat as a board alternative
- Screen sharing
- Screen sharing for video or pictures
- Larger files (such as textbook recordings) are shared by the teacher in advance via email/cloud
- Mobile phone apps - e.g. Quizlet for vocabulary and phrases

### Used platforms

We have the most experience with:

- Google Hangouts
- Skype/ Teams
- Zoom

We are open to using other platforms and can accommodate the services you use.

### Who will benefit:

- Colleagues who deal with phone/conference calls in a different language
- Employees who are located in different branches around the country/abroad and who you would like to have group lessons
- Colleagues who travel a lot and cannot commit to lessons at the same time and place
- Employees who work from home a lot and cannot attend lessons in an office

### Advantages of online courses

- Business communication in a foreign language happens most frequently via a videoconference. Therefore, online lessons imitate the most common situation.
- No need for a specific place
- No need for a conference room
- The teacher can offer alternative dates/times more easily
- Make-up lessons
- Can be combined with face-to-face lessons

### What kind of courses are available online

- Regular one-to-one or group courses
- Special courses
- Debate clubs
- Company webinars

Courses we can provide online are marked **We can make it online**



For more information about virtual courses, click here <http://bit.ly/jclforstudents>



## Reference

We are very pleased with languages courses provided by James Cook Languages. Organization of lessons (initial testing, needs analysis, sorting of students, start of courses, evaluations of students), communication with students and reporting in the Schoolpartner system are all of high quality. Even though we have a considerable number of students in our language courses (approx. 1,500) everything works as agreed. JCL customer service team communicates intensively and deals with various situations proactively.

**Lucie Bucharová**  
Siemens



We chose James Cook Languages following a tender, and they now provide individual and group language courses to us in the Czech Republic and Turkey. Above all we appreciate the comprehensive service provided as well as their professional and fast communication. They arranged the testing of all potential students, analysed their needs and the courses started in the given timeframe. Communication with students during the whole process was trouble-free and very proactive. That's why we recommend James Cook Languages as a quality supplier in the field of language education.

**Barbora Paličková**  
ČEZ



We chose JCL because they met our requirements during the selection process best. They were the only applicant capable of providing lessons with their own teacher team country-wide. They are currently teaching more than 350 of our colleagues in 22 locations across the Czech republic. We liked their communication and engagement during the selection process and are happy to say that they have carried this attitude over to the lesson implementation. I appreciate that the Course Manager and Key Account Manager are available at all times

**Karolina Dědíková**  
Kooperativa pojišťovna, a.s.



Language education has been, and is, part of our employees' development, especially for the Purchasing and IT departments. As a retail company, we require a high degree of both time and geographical flexibility on the part of the provider and the teachers. We also expect fast and smooth inclusion of new students into the lessons. Even though our groups of students change twice a year, as well as their time preferences and language levels changing, James Cook Languages has been our stable partner for German and English lessons since 2013. In addition to the obvious benefits for the employees such as lessons planned according to their individual needs and workload, JCL offers a clear overview of language level progress. We highly appreciate the innovative teaching approach such as online pages for each student or recommendations for apps to help with language learning. The regular attendance and cost reports help us to optimise the intensity and length of language courses. We can easily monitor whether the educational goals have been met.

**Kateřina Vorlíčková**  
Globus





# One-day specialised courses



# ONE-DAY SPECIALISED COURSES

## Why choose one-day specialised open courses

### Specialisation

You are a specialist, business person or manager, you use a foreign language as a working tool and your job calls for specialised terminology and competences.

### International environment

You want to be able to communicate professionally and with confidence with your clients and colleagues in an international environment.

### Intensity

You need to gain skills quickly and immediately apply them in practice.

### Extension

You have regular classes, but need to improve a specialised or specific area of language.

### Refresher

You use a foreign language regularly, but sometimes feel you need to revise or expand your knowledge.

### Sharing

You want to use the opportunity to meet with professionals from other companies and share your expertise.

## Course organisation

At the premises of James Cook Languages in Prague or Brno.

All the courses are run by qualified and experienced native speakers and Czech teachers.

The teachers not only have experience in teaching foreign languages, but also have expertise in the discipline they teach.

You will receive excellent materials that you can make further use of directly in your work environment.

Courses are from 9am till 4pm.

Courses are in small groups of 3 - 8 students

## Form of teaching



### Combination

Training of professional and language skills.



### Teaching only in the foreign language

The courses are conducted mainly by native speakers = a faster and more accurate interpretation of ideas, attitudes, and views in the



### Interactivity of lessons

A lot of time for your own presentation and for sufficiently practising new material.



### Variety and fun

A wide range of activities - role-plays, panel discussions, case studies, reading, listening, video demonstrations, exercises focusing on vocabulary development, etc.

## Price

<b>1-5 registered</b>	<b>3 499 CZK</b>
<b>6-15 registered</b>	<b>2 499 CZK</b>
<b>16+ registered</b>	<b>1 499 CZK</b>

Half-day courses (9:00 - 12:00) are priced at 50% of the full day rate.

All prices are per person and are valid when one client registers the set number of students for any course.

Register and get more info at:

[jcl.cz/en/services/one-day-specialised-courses/](http://jcl.cz/en/services/one-day-specialised-courses/)



### Pavla Elsnerová Product Coordinator

“If you have command of a language at communicative level and need to focus on specific skills or specialized terminology, one-day courses are your best choice.”

# DATES - PRAGUE

LANGUAGE	TOPICS	SEPTEMBER -DECEMBER	FEBRUARY -MAY	JULY -AUGUST
English	Accounting and Tax English	30.09.2020	10.03.2021	
	All about Phrases	08.10.2020	03.03.2020	04.08.2021
	All about Phrases	26.11.2020	21.04.2021	
	Attending a Conference in English	25.11.2020	07.04.2021	22.07.2021
	Banking English		23.03.2021	05.08.2021
	Be Confident in Writing	22.10.2020	11.03.2021	12.08.2021
	Be Confident in Writing	03.12.2020	08.04.2021	
	Be Confident on the Phone	13.10.2020	17.02.2021	21.07.2021
	Business Meetings	21.10.2020	18.02.2021	
	Cross Culture	19.11.2020	24.02.2021	03.08.2021
	Czenglish	01.10.2020	10.02.2021	20.07.2021
	Czenglish		22.04.2021	
	Daily Life in HR	14.10.2020	11.02.2021	14.07.2021
	English for Sales and Customer Care	11.11.2020		11.08.2021
	General and Personal Finance	18.11.2020	14.04.2021	
	Grammar Refresh	27.10.2020	09.02.2021	13.07.2021
	Grammar Refresh		24.03.2021	
	HR - Hiring and Firing	04.11.2020	13.04.2021	10.08.2021
	Language Screening <b>½ DAY</b>	24.11.2020	25.03.2021	15.07.2021
	L&D Guru <b>½ DAY</b>	01.12.2020	25.02.2021	29.07.2021
	Negotiation skills	05.11.2020	23.02.2021	28.07.2021
	Negotiation skills	02.12.2020	13.05.2021	
	Practise your Presentation Skills	07.10.2020	12.05.2021	27.07.2021
	Presenting online <b>NEW</b>	06.10.2020	16.02.2021	18.08.2021
	The Language of Presentation	12.11.2020	18.03.2021	19.08.2021
	Teleconference <b>NEW</b>	15.10.2020	04.03.2021	17.08.2021
	Virtual meetings <b>NEW</b>	20.10.2020	17.03.2021	25.08.2021
German	Business Meetings in German	03.11.2020	11.05.2021	
	Presentations in German		02.03.2020	26.08.2021
	Telephone and E-mail Communication in German	10.11.2020		24.08.2021



# DATES - BRNO

LANGUAGE	TOPICS	SEPTEMBER -DECEMBER	FEBRUARY -MAY
Angličtina	All about Phrases	21.10.2020	14.04.2021
	Attending a Conference in English	14.10.2020	10.03.2021
	Be Confident in Writing	15.10.2020	12.05.2021
	Be Confident on the Phone	25.11.2020	11.03.2021
	Business Meetings	11.11.2020	17.03.2021
	Czenglish	29.10.2020	24.03.2020
	Daily Life in HR	22.10.2020	15.04.2021
	General and Personal Finance	12.11.2020	18.03.2021
	Grammar Refresh	01.10.2020	07.04.2021
	HR - Hiring and Firing	18.11.2020	08.04.2021
	Language Screening <b>½ DAY</b>	26.11.2020	
	L&D Guru <b>½ DAY</b>		21.04.2021
	Negotiation skills	08.10.2020	03.03.2021
	Practise your Presentation Skills	19.11.2021	22.04.2021
	Presenting online <b>NEW</b>	02.12.2021	04.03.2021
	The Language of Presentation	30.09.2020	24.02.2021
	Teleconference <b>NEW</b>	03.12.2020	13.05.2021
Virtual meetings <b>NEW</b>	04.11.2020	25.03.2021	
Němčina	Telephone and E-mail Communication in German	07.10.2020	25.02.2021



## Selected References

I appreciated the teacher's open communication and attitude. It was a very pleasant and constructive day. I had the opportunity to hone those aspects which cannot be usually practised in usual lessons.

Michael Růžička  
Cross Culture



I signed up for the course because I felt I needed to focus on phrasal verbs in more detail. The course could even take place over more days but it met my expectations as it was nonetheless.

Sobotková Kateřina  
All About Phrases



The teacher was great, it was easy to understand her and her feel for language is amazing. We practised key phrases, vocabulary and grammar for correct business correspondence in English.

Jana Prášková  
Be Confident in writing



# CONTENT OF THE COURSES

## ACCOUNTING AND TAX ENGLISH

The course is focused on financial issues connected to accounting and tax.

- Get practical tips about bookkeeping and financial audits.
- Learn how to work with financial documents in English.
- Learn more about cash flow problems and how to monitor them.

### Course content

- Financial audits
- Bookkeeping
- Describing numbers
- Financial documents
- Describing cash flow



## ATTENDING A CONFERENCE IN ENGLISH

The course is designed for professionals who attend conferences in English and want to improve their communication with other conference attendees.

- Learn useful phrases for travel and accommodation.
- Get more confident using English during coffee breaks at a conference.
- Learn how to confidently lead small talk in English.

### Course content

- Travelling to the conference and staying in a hotel
- Registering at the conference, accepting and declining an invitation
- Introductions, topics for small talk
- Formulating questions correctly
- Strategies for keeping a conversation going



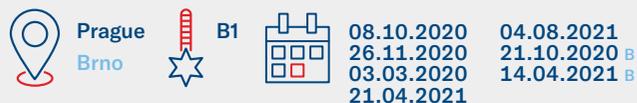
## ALL ABOUT PHRASES

The course is intended for anyone who would like to learn typical English phrases, idioms and collocations that cannot be directly translated into Czech.

- Practise the most common phrasal verbs in English.
- Learn useful phrases for various social situations at work and outside of work.
- Learn what collocations are – words do not necessarily fit all contexts, even though they have a similar meaning in Czech.
- Learn how to write and speak in English rather than translate from Czech.

### Course content

- Common errors made by Czech students
- The most common phrases in the English language
- Collocations and idioms
- How (not) to translate into English
- Tips on learning phrases and idioms



## BANKING ENGLISH

The course is designed for employees of banks and financial institutions, who use English to communicate in a banking or financial work environment.

- Learn the terminology to present banking and financial institutions and their products to clients.
- Learn about consulting and recommending solutions in corporate banking.
- Understand the language differences between personal and corporate banking.

### Course content

- Types of payments and banks
- Basic vocabulary connected to banking operations
- Personal and corporate banking
- Debt recovery
- Investments



## BE CONFIDENT IN WRITING

The course is designed for everyone who needs to communicate in English at work by email, whether it's internally or with a client.

- Master the principles and skills related to business emails.
- Learn correct phrases and expressions that will make your communication natural.
- Practise writing different kinds of emails.

### Course content

- Key email phrases
- Being formal and informal
- Being polite and diplomatic
- Writing simply and briefly
- Linking ideas
- Analysing common mistakes
- Practising and getting feedback from the teacher

 Prague  
Brno

 B1



22.10.2020	12.08.2021
03.12.2020	15.10.2020 B
11.03.2021	12.05.2021 B
08.04.2021	

## BUSINESS MEETINGS

The course is designed for anyone who conducts internal and external meetings and conferences in English, or who takes an active part in them.

- Learn phrases and vocabulary required to conduct a formal meeting and discussion.
- Be able to moderate meetings and keep them going.
- Learn how to summarise contributions and output from meetings.

### Course content

- Open a meeting
- Outline the agenda
- Justify and explain your views
- Raise questions
- Summarise and close a meeting

 Praha  
Brno

 B1



21.10.2020	17.03.2021 B
18.02.2021	
11.11.2020 B	

## BE CONFIDENT ON THE PHONE

The course is designed for everyone who needs to communicate in English at work by telephone, whether it's internally or with a client.

- Master the principles and skills related to business phone calls.
- Overcome your fear of communicating over the phone in a foreign language.
- You will learn the correct phrases and expressions that will make your communication natural and professional.

### Course content

- Key telephone phrases
- Sounding friendly and polite – formal and informal expressions
- Making appointments and arrangements by phone
- Conference calls
- Dealing with telephone problems

 Prague  
Brno

 B1



13.10.2020	25.11.2020 B
17.02.2021	11.03.2021 B
21.07.2021	

## CROSS CULTURE

The course is intended for business people who are in frequent contact with foreign colleagues, partners or employees and for those who have an interest in cross-cultural interactions in English.

- Interactive teaching and role plays.
- Focus on various aspects of culture and communication.
- Use of idiomatic proverbs and expressions, cross cultural business communication.

### Course content

- Describing culture
- Small talk
- Describing communication styles
- Polite social English
- Using idiomatic expressions

 Prague

 B1



19.11.2020	
24.02.2021	
03.08.2021	

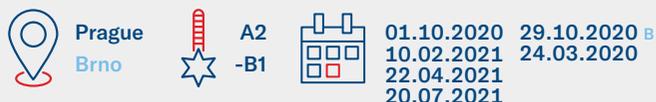
## CZENGLISH

The course is designed for those who are interested in improving their English and in better understanding mistakes Czechs make most often and how to avoid them.

- Identify the basic categories of typical "Czech" mistakes.
- Find out the reasons which lead to mistakes and be able to work on eliminating them.
- Be able to discuss anything with the teacher that gives you trouble in English.
- Actively practise English in pair and group work activities.

### Course content

- Brief review of grammar
- Prepositions and articles
- Conditional sentences
- False friends and idiomatic phrases
- Pronunciation



## ENGLISH FOR SALES AND CUSTOMER CARE

The course is designed for anyone who works with clients in English.

- You will learn phrases connected to every stage of the sales pyramid.
- You will try to make a sale in English and get feedback on your performance.
- You will improve your formal and diplomatic language.

### Course content

- Making contact with the client
- Indirect questions
- Working with objections
- Closing the deal



## DAILY LIFE IN HR

This course is intended for HR professionals who regularly communicate with their colleagues in English.

- Learn more about common HR processes in English such as onboarding, benefits, performance and talent management
- Be able to discuss trends in HR
- Share experience and ideas with other HR professionals.

### Course content

- On-boarding new employees
- Employee benefits
- Performance management
- Talent management and development programmes



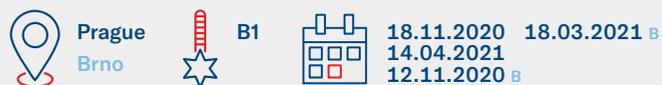
## GENERAL AND PERSONAL FINANCE

The course is designed for anyone interested in effective and sustainable personal banking.

- You will be more confident using financial terminology in English.
- You will be able to evaluate and recommend a suitable personal banking solution.
- You will practice interpreting and presenting financial analyses and graphs.

### Course content

- Economics
- Income
- Personal finance and living standards
- Basic financial terms
- Describing graphs and numbers





## GRAMMAR REFRESH

The course is designed for people who use English but feel the need to revise and refresh their grammar knowledge.

- Master grammar at the intermediate level.
- Learn to use common tenses quickly and confidently.
- Pick up useful phrases and vocabulary.

### Course content

- Revision of present perfect
- Explanation of past perfect
- First, second and third conditional
- Modal verbs
- Most common phrasal verbs
- Prepositions



Prague



B1

-B2



27.10.2020 01.10.2020 B  
09.02.2021 07.04.2021 B  
24.03.2021  
13.07.2021

## HR - HIRING AND FIRING

The course is intended for HR professionals who regularly communicate with their colleagues in English.

- Improve your knowledge of specific HR vocabulary related to finding new employees, as well as ending employment.
- Share experience and ideas with other HR professionals.
- Gain confidence to use English actively at work.

### Course content

- Attracting and finding new employees
- CVs, interviews and assessment centres
- Talking about competencies
- Termination of employment
- Exit interviews



Prague



B1



04.11.2020 18.11.2020 B  
13.04.2021 08.04.2021 B  
10.08.2021



## LANGUAGE SCREENING

1/2  
DAY

The course is designed for anyone who needs to evaluate the language knowledge of candidates during the recruitment process.

- You will learn to recognise whether a candidate is B1 or B2 level.
- You will try to determine the level of a model candidate.

### Course content

- The difference between B1 and B2 language level
- How to ask the candidate questions
- Which language phenomena to track
- What to do if the candidate does not have the required level



Prague  
Brno



B1



24.11.2020 26.11.2020 B  
25.03.2021  
15.07.2021

## NEGOTIATION SKILLS

The course is intended for managers or business people who take part in negotiations conducted in English and need to gain confidence in dealing with their colleagues, employees or clients.

- Learn phrases and expressions used in negotiations.
- Learn how to be assertive in English.
- Practise various situations that you encounter in which you need to be very confident in your English.

### Course content

- Difficult situations in communication
- Negotiating tactics
- Proper argumentation
- Assertiveness and polite conduct
- Practical training with real situations



Prague  
Brno



B1



05.11.2020 28.07.2020  
02.12.2020 08.10.2020 B  
23.02.2021 03.03.2021 B  
13.05.2021

## LEARNING & DEVELOPMENT GURU

1/2  
DAY

The course is designed for HR professionals who deal with providing education and supporting their employees.

- You will learn about ways of motivating employees.
- You will get to know about coaching techniques.
- You will get to try what you learn in practice.

### Course content

- Modern approaches to learning and measuring progress
- Reasons for stagnation and what HR can do about to prevent it
- Developing a growth mindset with employees
- Incorporating micro and blended learning



Prague  
Brno



B1



01.12.2020 21.04.2021 B  
25.02.2021  
29.07.2021

## PRACTISE YOUR PRESENTATION SKILLS

The course is designed for anyone who wants to practice various parts of a presentation and receive practical tips and feedback.

- Gain advanced vocabulary appropriate for each stage of your presentation.
- Learn how to open and close your presentation.
- Try out responding to your audience in English.
- You will give a presentation and receive feedback on your skills.

### Course content

- Opening and closing a presentation
- Asking questions, rhetorical questions and paraphrasing
- Solving difficult situations when giving a presentation
- Giving a presentation
- Analysis of the participants' presentations



Prague  
Brno



B1



07.10.2020 19.11.2021 B  
12.05.2021 22.04.2021 B  
27.07.2021

NEW

## PRESENTING ONLINE

This course focuses on applying general knowledge about presenting to an online environment. It is dedicated to both specific language aspects and also solving technical problems which can occur during an online presentation.

### Course content

- Tools for online presentations
- Terminology and phrases for presenting
- How to keep your audience's attention
- Using Quizlet, Coggle, Google Slides
- Problem solving



NEW

## TELECONFERENCES

A course intended for those who would like to work on basic vocabulary, phrases and skills necessary for a success when teleconferencing or phoning but also on enhancing their knowledge in product or services presentations.

### Course content

- Starting a teleconference call
- Technical problem solving
- Explaining technical options during a teleconference
- Screen to screen selling



## THE LANGUAGE OF PRESENTATIONS

The course is designed to practice presentation skills, with a focus on theoretical knowledge and language skills needed for preparing presentations.

- You will practice advanced vocabulary relevant to each section of a presentation.
- You will learn how to organise your presentation correctly.
- You will be able to talk about slides, images and graphs.

### Course content

- The key to successful presentations
- Presentation organisation
- Describing graphs and tables
- Visualisation
- Summarising ideas



NEW

## VIRTUAL MEETINGS

If you participate or lead online meetings in English, this is the course for you. You will practise vocabulary and gain greater confidence in expressing your ideas in an online environment.

### Course content

- Vocabulary for leading online meetings
- How to keep your audience's attention
- Technical vocabulary
- Problem solving - connection and during the meeting



## BUSINESS MEETINGS IN GERMAN

The course is designed for anyone who regularly leads or participates in internal or external meetings in German.

- You will learn phrases and vocabulary for leading formal meetings.
- You will be able to chair meetings, keep them on track, and manage contributions from participants.
- You will learn how to summarise contributions to and outputs from meetings.

### Course content

- Starting the meeting and setting the agenda
- Defending and explaining opinions
- Asking questions
- Summarising and closing a meeting



Prague



B1



03.11.2020  
11.05.2021  
25.08.2021



## PRESENTATIONS IN GERMAN

The course is designed to practice presentation skills, with a focus on theoretical knowledge and language skills needed for preparing presentations.

- You will practice advanced vocabulary relevant to each section of a presentation.
- You will learn how to organise your presentation correctly.
- You will be able to talk about slides, images and graphs.

### Course content

- The key to successful presentations
- Presentation organisation
- Describing graphs and tables
- Visualisation
- Summarising ideas



Prague



B1



02.03.2020  
26.08.2021

## TELEPHONE AND EMAIL COMMUNICATION IN GERMAN

The course is designed for everyone who needs to communicate in German at work, in writing or by telephone, whether it's internally or with a client.

- You will master the principles and skills related to business correspondence.
- You will overcome your fear of communicating over the phone in a foreign language.
- You will practice the correct phrases and expressions that will make your communication natural and professional.

### Course content

- Types of business correspondence
- General structure of business letters and e-mails
- Thanking, complaining, and apologising in writing
- Effective listening, teleconference, formal and informal expressions
- Analysis of the most frequent phone conversations



Prague  
Brno



B1



10.11.2020 25.02.2021 B  
24.08.2021  
07.10.2020 B

# In-house courses



# IN-HOUSE COURSES

## Why choose in-house courses

- One of the trends of recent years - every year we organise a wider variety of courses on various topics.

YEAR	Number of courses
2014	13 courses
2015	28 courses
2016	85 courses
2017	193 courses
2018	202 courses
2019	210 courses

- These can either be part of your course's regular lessons, or we can create a special programme called an 'Academy', with a specialised language focus.
- Many international companies support their employees' specialisation in foreign languages. Among our clients that do this are Škoda Auto,

Česká pojišťovna, Česká spořitelna, KPMG, Globus, HSBC, Equa bank, Auto Palace, and SPX Flow.

### Specific needs

You can either choose a topic from our selection or have a course tailor made for your company. Our methodologists will always consult specific requirements for teaching content with a representative from your company.

### Excellent teachers

The best teachers who not only have considerable experience in teaching foreign languages, but also have expertise in the discipline they teach.

### Interesting format

A wide range of activities that ensure you will truly remember the acquired knowledge (role-plays, panel discussions, case studies, video demos, training presentations etc.).

### Immediate effect

You do not have to wait a year, month or even a week – a day is enough to learn and try out many new language skills that you can then immediately use in practice.

### Flexible organisation

Topic, place, date, intensity – you can decide these things to make sure the course meets all of your expectations.

### Authentic materials

We like to use authentic documents in our courses, the same as those our participants actually encounter in their work. As output from the course, we also prepare materials that help you apply the knowledge gained in practice.

## Price

We are happy to prepare other topics in any language according to your needs.

1 day course (4×90 minutes)  
19 000 – 24 000 CZK



The price of a specific course is determined by an individual calculation based on required parameters (topic, intensity, location, number of courses, etc.). The price always includes management of the course, including needs analysis, employee testing, the course itself, materials for participants and course evaluation.



**Bibiana Machátová**  
Academic HR Director

“These courses are tailor-made to your needs, including vocabulary from the field. In our courses, you will try out model situations from your professional environment and you will receive constructive feedback. You can immediately apply the newly-gained skills in your professional life.”

## Courses to choose from

### Sales team

English for Sales and Customer care  
Business Meetings  
Negotiation skills

### Finance

Accounting and Tax English  
General and Personal finance  
Banking English

### Procurement

English for Purchasing  
Describing graphs and charts  
Negotiation skills

### HR

Daily Life in HR  
Hiring and Firing  
L&D Guru  
Language Screening

### Back office - for everyone

Office English  
Be confident in writing  
Be confident on the phone  
Virtual meetings  
Presentatién skills  
Presenting online  
Teleconference  
Czenglish  
Grammar refresh  
Cross culture

### Specific situations

English for receptionists and assistants  
Business trips  
Occupation Health and Safety  
Time management

### Specialists

Marketing  
Logistics  
Legal  
Insurance  
Journalism  
IT

## How the courses are organised

**1. Select a topic & nominate participants** You choose a topic and prepare a list of students (we recommend 4–8 people / course)

**2. Needs analysis**  
**Needs analysis** – consultation with HR, the individual participants or their managers

**3. Set a date, intensity and location**  
**Intensity** – we recommend 4×90 minutes per day, typically for 1 or 2 days  
**Choosing a date** – according to your needs  
**Location** – teaching directly at your company or premises provided by our language school

**4. Feedback**  
**After the course** – we collect feedback

**5. Language skills testing (if needed)**  
Testing language skills of the participants after the course by the teacher or through mystery shopping / calling

# DISCUSSION CLUBS



## What you can look forward to:

- Led by our TOP teachers.
- 90 minutes 1× per month, max. 6-8 participants in a group.
- Benefits of each discussion club clearly outlined.
- Preparation material (questions, video etc.) sent to participants 3 days in advance to get them thinking about the topic.
- Materials and a summary of the discussion and vocabulary sent to participants afterwards.
- Also available in other languages

## Who discussion clubs are for:

- Those who deal with customers in a formal or informal environment.
- Employees who attend meetings or social events at which they need to make small talk.
- Anyone who needs to respond quickly.
- Those who want to train their critical thinking and team work skills.
- Anyone who appreciates an excellent addition to their regular language course.

The topics are split into groups to make it simpler for you:

### GENERAL ●

Topics suitable for anyone.

### HR ●

Topics for people working in HR and personnel departments.

### BUSINESS ●

Topics with a focus on sales.

### MARKETING + PR ●

Topics about marketing and communication.

**The most popular topics are listed on the following page. Other topics are listed below, and we will be happy to tailor them to suit your needs.**

### Other possible topics

- Travelling
- Crime and punishment
- The future of books
- Sustainable lifestyle
- Reality TV and TV contests
- Ethics in sales
- Fair Trade
- Reputation of Czech sport
- Standing of Czech sport
- American vs. European cinematography
- Customs and traditions

## PRICE

You can buy discussion clubs as packages:

**1 session ..... 2750 CZK**

**6 sessions ..... 13 900 CZK**

If you are interested in more sessions, we will be happy to send you an individual offer.



## Popular topics

---

### E-COMMUNICATION VS. FACE-TO-FACE COMMUNICATION

You will deal with case studies in communication and compare their effectiveness, solve problems and share your experiences. At the end, you will work together to create a list of best practices for e-communication and also for live communication.

● MARKETING + PR ● GENERAL

### FUTURE OF EMPLOYMENT

You will analyse the latest forecasts on the direction of the labour market, and using case studies, take a look at the positives and negatives of various approaches. In teams, you will present your observations to other participants. Finally, there will be a discussion.

● HR ● GENERAL

### INNOVATIONS AND TECHNOLOGY

You will discuss the impacts of modern technology on employment and the business environment, challenges of the 21st century and how to cope with them. Working in teams, you will prepare case studies of companies that urgently need to innovate to stay competitive.

● BUSINESS

### FAKE NEWS VS. REAL NEWS

As part of this discussion club, you will work in teams to analyse reports and decide whether they are fake news or trustworthy information. Together we will create a checklist to evaluate the objectivity of sources and debate the restriction of freedom of speech and access to information.

● MARKETING + PR ● GENERAL

### MY OWN COMPANY

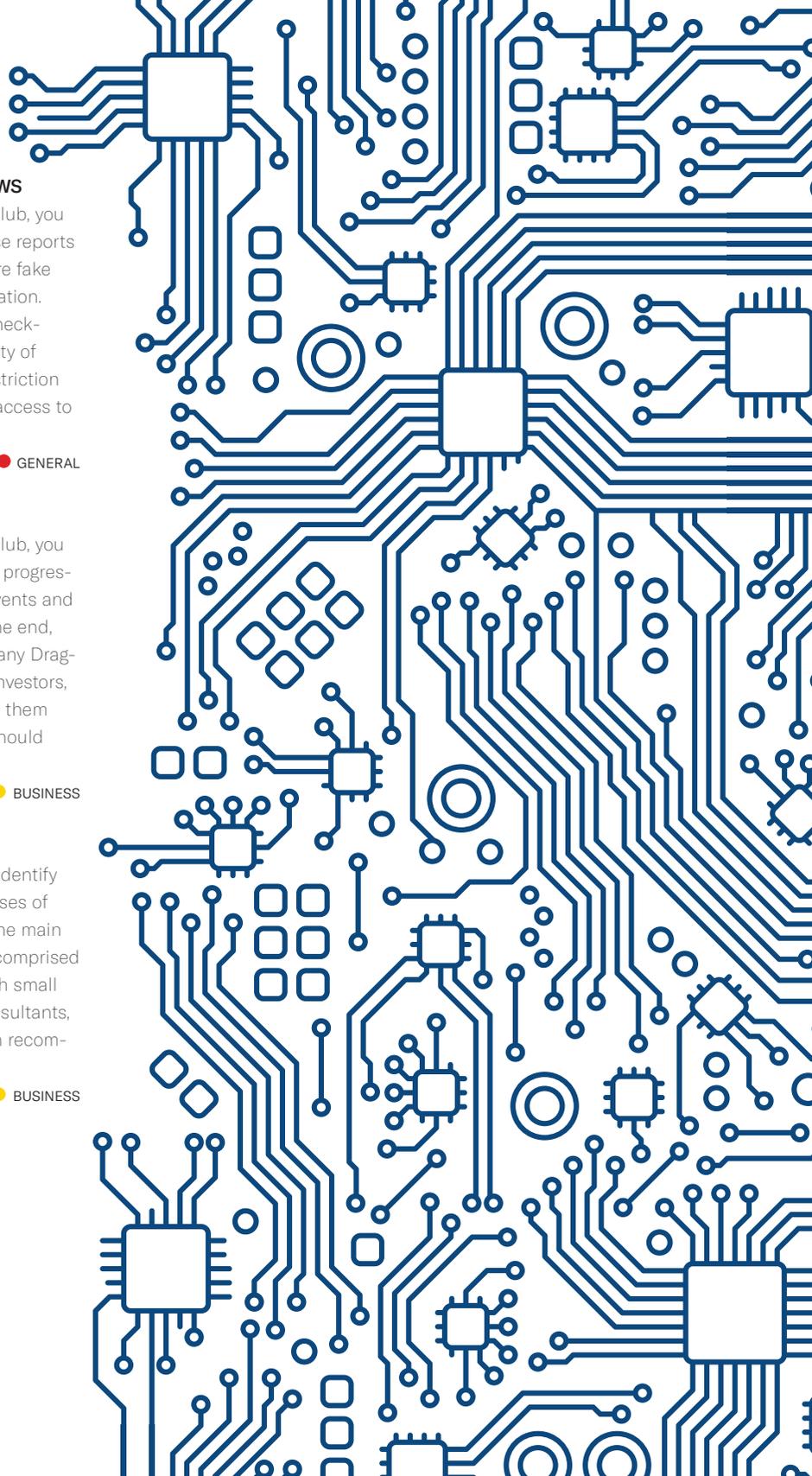
As part of this discussion club, you will 'set up' small firms and progressively respond to various events and market developments. At the end, you will present your company Dragon's Den style to possible investors, and you will try to convince them that you are the one they should give their capital to.

● BUSINESS

### IDENTIFYING SWOT

Your assignment will be to identify the strengths and weaknesses of the firm allocated to you. The main part of the session will be comprised of group work in which each small group will, as a team of consultants, prepare a presentation with recommendations for the firm.

● BUSINESS



# LANGUAGE TRICKS



## Language tricks I: How to learn effectively



### How to get motivated

We find out what defines our inner attitude towards learning and try to uncover if and why we actually want to learn new things or not. We take a look at common motivation to learn foreign languages and learn about auto-concepts and why they are so important for our education.



### Why does 'I want to speak English' not actually work?

How to recognise an effective target for your learning and why 'I want to speak English' isn't one of them. We learn the aspects of a good education target and why it is so important to think more about our learning.



### Just pointlessly for no reason? No - effectively!

We will tell ourselves how often and how long to learn for in order to be able to perceive advancement. We will analyse what science states about method of learning and why memorising is not our best friend. We will also tackle less obvious but more substantial factors affecting our learning.



### Tips and tricks

Of course, those who are looking forward to various tips and tricks for learning will also get what they want – we will take a look at different approaches to vocabulary, grammar, written material and spoken material. One of the methods we investigate is the use of micro-events.

## Language tricks II: How to utilise tech



### How to change “watching” a series into learning

You surely know this – you're watching your favourite series and you have a feeling that you've connected something enjoyable with something useful. You will learn something new to a certain extent, but it can be done much better and more effectively. The secret is active learning – and it really doesn't mean “watching”.



### A smart phone as a buddy

Are you missing a sparring partner for communication in a foreign language? Are you unsure about your pronunciation? Your own smart phone and automated questioning and dialogue can help you. We can also take a closer look at Google Translate, and see that it's useful for more than just translating.



### Cloud solution for your learning

We take a look at everything cloud solutions are useful for, how difficult it is to lose a task that we recorded earlier online and how your calendar can help you learn more frequently and better.



### Education apps

We choose the best from the huge number of applications available online! We discuss their strengths and weaknesses, and we try some of them out. As a bonus, you will become familiar with a couple more apps that help you with things such as checking grammar, taking photos, and transforming piles of papers into a simpler and lighter format.

## Language tricks III: How to work through blocks



### Why talent isn't that important

Well-known and well-worn arguments from students that they aren't doing well because they don't have a 'talent for languages' are now passé. Together we learn that while talent can help a lot, there are several much more substantial criteria for success.



### How to work through blocks

We learn why blocks occur and what is actually hidden behind them, what will help us eliminate them, what we can manage on our own and when it's better to consult a specialist. We also investigate in greater detail the most frequent blocks that we bring with us from school.



### Busting myths

We discover why learning based on learning styles doesn't work, and how the right and left hemispheres of the brain function in learning. We see why studying for many hours in a row produces poorer results than if we spread the learning out into shorter, more frequent sections. We will also look at why people think that intelligence cannot be influenced.



### Learning a little bit differently

Finally, we learn various effective methods that help make us better and more satisfied students – we employ, for example, 'interleaving', self-testing, auto-dialogues and more.

### Price



Tricks 1, Tricks 2	4 990 CZK
Tricks 3	5 490 CZK
<b>Whole day course</b>	<b>14 990 CZK</b>

### Tricks I How to learn effectively

Motivation  
Setting targets  
Learning methods

2×60

SEMINAR



### Tricks II How to utilise technology

Apps  
Work with the cloud  
Audio and video

2×60

SEMINAR



### Tricks III How to work through blocks

Work with errors  
Learning strategy  
Myths about learning

2×60

SEMINAR



### Whole day course

Combination of all modules  
Creation of an education plan  
Restart of your learning

4×90  
COURSE



Language  
stays ~

# LANGUAGE STAYS ABROAD

## Why choose a language stay abroad with us

### Maximum concentration

No meetings, no colleagues, reports, superiors or clients, a minimum of phone calls and e-mails. Everyone there is trying to do one thing – teach you a foreign language.

### Rapid progress

Your learning is truly intensive. The courses typically have 5 or more hours of teaching per day and all additional communication is also in the target language.

### Great benefit

A language course abroad is a great combination of work and fun. Use it as a motivational tool for your best employees.

### Supporting motivation

If you decide to study abroad, the decision itself increases your motivation to study. The course will encourage your enthusiasm even more!

### Overcoming barriers

In any activity, the key motivator is knowing “that it was worth it”, and that the knowledge gained can be used in practice. A language stay abroad gives you very strong evidence of that.

### Guarantee of school quality

The schools we cooperate with know how to prepare courses for managers and they provide great teachers who know the target language to an exceptional level. Key features for us are membership of associations, references, feedback from our students, long-term co-operation, a personal visit and knowledge of the school's personnel.



**Pavla Elsnerová**  
Product Coordinator

“The biggest benefit of studying abroad is constant contact with the language. Not only are you surrounded by it at school but also outside of it, e.g. with your host family. Two weeks spent studying abroad and you will think in the language.”

## How the courses are organised

### Language and location



#### English

Australia, Ireland, South Africa, Canada, Malta, New Zealand, USA, UK, Cyprus, Barbados

#### Spanish

Argentina, Ecuador, Guatemala, Chile, Cuba, Columbia, Costa Rica, Mexico, Spain, Venezuela

#### French

France, Canada, Switzerland, Guadeloupe

#### German

Germany, Austria, Switzerland

Italian, Russian, Chinese, Hungarian, Greek, Dutch, Portuguese

### Target group



Managers  
Adults  
Young people  
Children

### Intenzita výuky



20–40 hours / week

### Course type



Individual  
Small group course (2–6 students)  
Group course  
Combined (group teaching in the morning sessions, individual lessons in the afternoon)

### Teaching focus



General language  
Business  
Specific requirements (finance, HR, law, technology, IT, etc.)

### Transportation



Plane, train or bus, taxi or other connecting service from the airport

### Accommodation



With a family, or in a hotel or apartment

### Insurance



Travel insurance and cancellation insurance

### Visa



For countries where a visa is required, we will help you with the paperwork

## Preparation of the course

### NEEDS ANALYSIS

- Determining your expectations and requirements

### OFFERS + PRICES

- Information about the location, school, course

### SELECTION OF COURSE

- 3–4 weeks before departure
- Ordering and payment

### INFORMATION PACKAGE

- 1–2 weeks before departure
- Details of the trip (address of your accommodation, map of the city, where to be and when, plane tickets, insurance etc.)

### DEPARTURE + COURSE

- Start of training + feedback
- Teaching
- Accompanying programme
- End of course

### RETURN

- Back on Saturday or Sunday
- Obtaining detailed feedback

# FAVOURITE DESTINATIONS

Our tip  
**1**

## ST. GILES - LONDÝN

- business English courses for managers
- maximum of 5 students per class
- excellent facilities
- in several countries

### St. Giles

The school has a long tradition and extensive experience of teaching English courses for managers. The school was established in 1955, it is recognised by the British Council and moreover it is a founding member of the UK English Association (schools recognised by the British Council). St. Giles London Central is excellently equipped with interactive whiteboards, Wi-Fi and study centre. It is based in a large building dating from the end of the 19th century located in the heart of London, within easy walking distance of famous London sights such as the British Museum, Covent Garden and the West End.

### London

London is one of the largest European capital cities with numerous interesting cultural and historic sites to visit. You will never be short of something to do in this vibrant city full of an exciting mix of old and new. There are so many iconic landmarks to discover throughout the city.

### Courses:

- Group (intensity 20 – 35 lessons / week)
- Individual (intensity 20 – 35 lessons / week)
- Combined group and individual

### Accommodation:

Family superior  
Hotel

### PRICE

from 23 300 CZK / week

Price per one person excluding VAT



## ECS SCOTLAND - EDINBURGH

Our tip  
2

- lessons in small groups
- courses for demanding clients
- located in the centre of Edinburgh
- courses which mainly focus on conversation

### ECS Scotland

European Communication Services Scotland (ECS) was established in 1995, it is recognised by the British Council and is a member of the UK English Association. This family school focuses on the most demanding clients. ECS Scotland is located in the centre of Edinburgh in a three-storey renovated building dating from the 18th century. The school has 5 classrooms, a clubroom and a study with a library and Wi-Fi.

### Edinburgh

Recognised as the capital of Scotland since at least the 15th century, Edinburgh is home to the Scottish Parliament and the seat of the monarchy in Scotland. Historically part of Midlothian, the city has long been a centre of education. Its historical and cultural attractions have made it the United Kingdom's second most popular tourist destination, attracting over one million overseas visitors each year.

### Courses:

- Group (intensity 15 – 20 lessons / week)
- Individual (intensity 15 – 25 lessons / week)
- Combined group and individual

### Accommodation:

- Family
- Family executive

### PRICE

from 11 500 CZK / week

Price per one person excluding VAT



## ANGLO - CONTINENTAL BOURNEMOUTH, ENGLAND

- English courses for adults and managers
- Max. 4 clients in a class plus one-to-one lessons
- Direct flights
- Beautiful resort - 15 minutes walking distance to the centre and the beaches
- High-quality accommodation, golf course within reach

### About Anglo-Continental

Established in 1950, the school is one of the oldest language schools in England. Anglo-Continental boasts great reputation, is accredited by the British Council and is a member of the UK English association. Anglo-Continental has its own spacious campus 15 minutes walk from the city centre and the beaches. The school has a multimedia education centre, a restaurant, a terrace and a language lab. Students can use the internet for free.

### Bournemouth

Bournemouth is a beautiful seaside spa city, has 164,000 inhabitants and is located on the south coast of England. Pine groves, well-kept parks and a gorgeous 11 kilometers long sandy beach are typical for Bournemouth. There is a plethora of restaurants, bars, a swimming pool, an aquarium and other places of interest. There is a firework display every Friday in July and August. There are 10 golf courses altogether and there is a 18 hole golf course right in the centre (Meyrick Park).

### Courses:

- Group (intensity 20 - 30 lessons / week)
- Mix of group and individual classes

### Accommodation:

- Family Standard
- Family Executive



### PRICE

from CZK 30.900

Price per one person excluding VAT



## LANGUAGE STUDIES INTERNATIONAL (LSI) TORONTO, CANADA

- English courses for managers
- Max. 5 students in a class
- Takes pride in quality, modern equipment and friendliness
- Toronto is a safe and cultural city
- LSI Vancouver is located in a modern building in the city centre

### About LSI

Language Studies International (LSI) was established in 1965 and currently has an extensive network of schools around the world. LSI takes pride in quality, modern equipment and friendliness. Both Canadian LSI schools are members of Languages Canada association. LSI Toronto is located in Rosedale. There are plenty of restaurants and parks in which to spend free time. There is a metro station nearby. The school has 16 well-equipped classrooms, an IT classroom, free Wi-fi and a common room with a fridge, a microwave oven and a coffee machine.

### Toronto

Toronto is a safe and cultural city. It has been titled one of the best cities to live in by UNESCO three times. There is a public library, restaurants, shops, bars, cinemas and theatres near the school.

### Courses

- Group (intensity 20 - 30 lessons / week)

### Accommodation:

- Family Standard
- Family Executive



### PRICE

from CZK 21,000

Price per one person excluding VAT



## INLINGUA - SALZBURG

- extensive experience with courses for managers
- top quality teachers and well-developed methodology

### InLingua

The school has extensive experience of providing German courses for adults and managers and it has top quality teachers and a well-developed methodology. The Inlingua school also teaches foreign languages, where you can get to know German-speaking students. Inlingua Salzburg is based in the pedestrian zone in the centre of the town, and it has 5 classrooms, a clubroom and free Wi-Fi.

### Salzburg

Salzburg is located in southwest Austria on the Salzach River. This wonderful historical town, the birthplace of Mozart, hosts spring and autumn music festivals, theatre performances and diverse museum exhibitions. The main sights definitely include Mozart's family home, the Hohensalzburg fortress and the Rupert and Saint Virgilius.

### Courses:

- Group (intensity 15 – 25 lessons / week)
- Individual (intensity 20 – 30 lessons / week)
- Combined group and individual

### Accommodation:

- Family
- Guest-house

## CAMBRIDGE ACADEMY OF ENGLISH CAMBRIDGE, ENGLAND

- English courses for managers
- Max 4 students in a class
- Own campus
- Gorgeous university city
- Also specialized in legal English

### Accommodation:

- Family Standard
- Family Executive
- Hotel

### About Cambridge Academy of English

This school has its own campus in a quiet residential area on the outskirts of Cambridge, a 15-minute bus ride to the centre. CAE has been offering courses since 1975, is accredited by the British Council and is a member of English UK association, Quality English and IALC. Cambridge Academy of English offers high-quality courses of English to managers who want to achieve great progress in a short period of time and want to study in smaller classes. It is one of the few schools which specializes in legal English. Host families usually live within walking distance. The Professional Centre is open every day including weekends from 8 am to 10 pm. Clients can use a language minilab, audio/video library, the internet and WiFi free of charge. Its capacity is 19 students.

### Cambridge

Cambridge is a gorgeous old university city with 100,000 inhabitants. The university was founded in 1284 and is the second oldest in the country. Cambridge lies to the north of London, about an hour-long train ride away. You will be enchanted by the picturesque environment and stunning historical sights. King's College is especially unforgettable as it is a fine example of Gothic English architecture.

### Courses:

- Group (intensity - 25 lessons / week)
- Mix of group and individual classes
- Legal English (mix of group and individual classes)



### PRICE

from CZK 12 000 / week

Price per one person excluding VAT



### PRICE

from CZK 30,700 / week

Price per one person excluding VAT



# LANGUAGE STAYS IN THE CZECH REPUBLIC

## ENGLISH & WELLNESS WEEK

### Location

The peace and quiet of nature, relaxation, and qualified teachers. That is all you need to effectively improve your English.

### Intensity

20 / 30 lessons in 4 / 5 days will help you refresh your knowledge of English; the course may also motivate you for the further regular development of your language skills.

### Great price

For the price that you would normally pay just for accommodation at the resort, we offer you all the facilities for guests but, most importantly, a language course led by our best teachers.

## HOW THE COURSE IS ORGANISED

- 20 / 30 English lessons.
- Lessons are always adapted to the level of the students.
- Combination of general and business language.
- Focus on the practical use of the language in the work environment and in conversations.
- We will gladly adjust the stay according to your needs.
- It is possible to organise the course in any accommodation according to the client's wishes.
- We organise the courses on request. The minimum number of students in a group is 5.



## LANGUAGE STAYS AT SVATÁ KATEŘINA

### The price includes:

- An intensive English language course
- 4 nights in a Shiraz double or single room
- Full board (from lunch on Monday until lunch on Friday)
- Unlimited access to the wellness / fitness facilities for the entire duration of your stay
- Unlimited rental of sports equipment for the entire duration of your stay
- 2 stretching classes during the course
- Transfer from Počátky (fenced car park) to the resort and back
- 10% discount on all treatments and massages (does not apply to already discounted packages of recommended treatment combinations or massages for two)

For more information about the resort, visit: [www.katerinaresort.cz/en](http://www.katerinaresort.cz/en)



### PRICE



**Monday – Friday from CZK 18 990**

(30×45 minutes of teaching)

Guide prices only (per person, without VAT, and applicable when 5 or more students attend).

## LANGUAGE STAYS AT MAXMILIAN LIFESTYLE RESORT LOUČEŇ

### The price includes:

- An intensive English language course
- 3 or 4 nights in a double or single room
- Full board
- Unlimited access to the wellness facilities for the entire duration of your stay
- Free admission to the château grounds
- Parking at the hotel
- 10% discount off the services of a professional masseur
- Guided tour of the château for a special price

For more information about the resort, visit: [www.maxmilianresort.cz/en](http://www.maxmilianresort.cz/en)

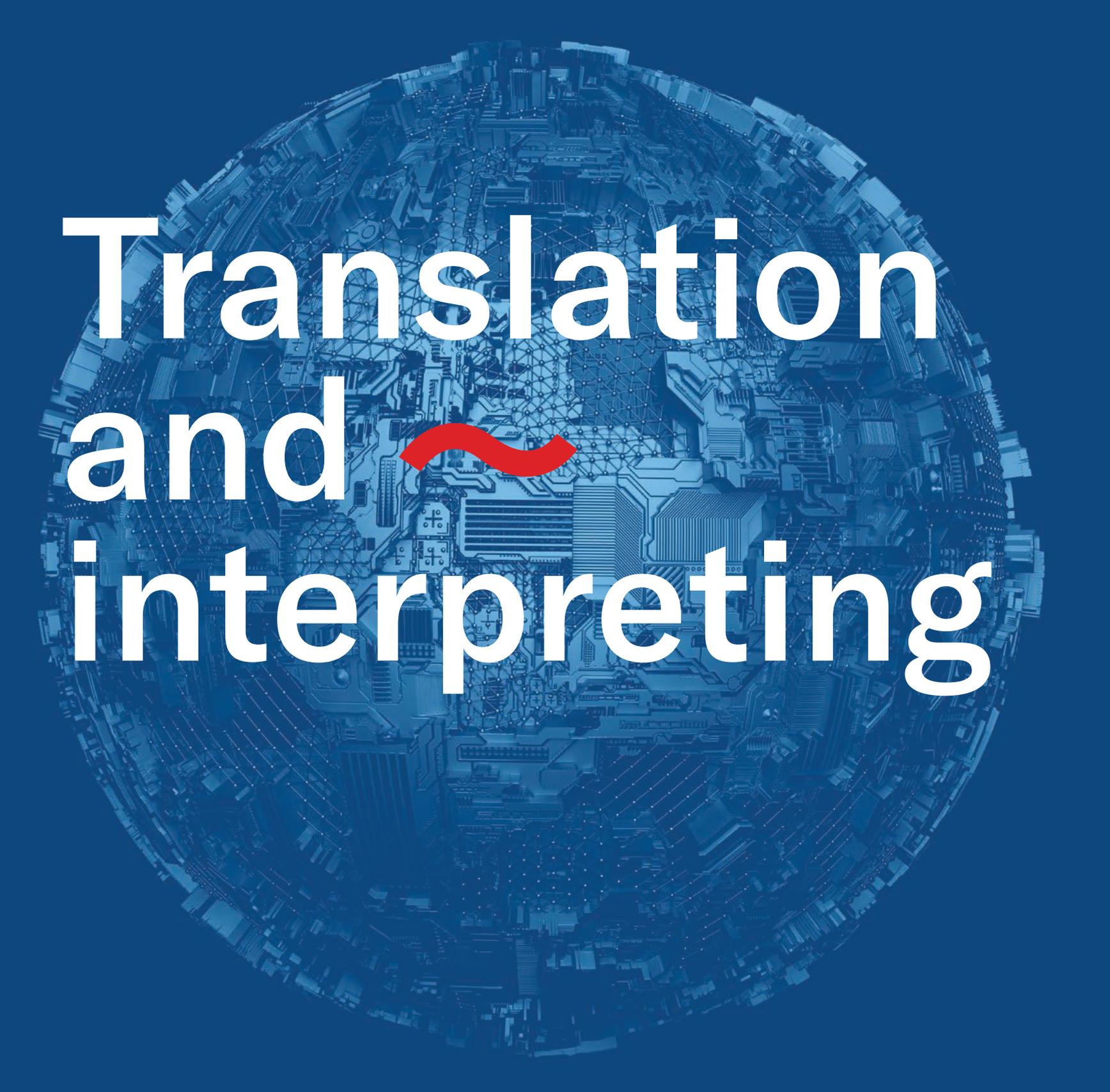


### PRICE

**Thursday – Sunday from  
CZK 9 800**  
(20×45 minutes of teaching)

**Monday – Friday from CZK 13 590**  
(30×45 minutes of teaching)

Guide prices only (per person,  
without VAT, and applicable when  
5 or more students attend).



# Translation and ~ interpreting

# TRANSLATION AND INTERPRETING

## One supplier = more than 80 languages

Not only can you find language education, but also complex translation and interpreting services- all from one supplier.

### A wide array of services

- Translation of general and specialized texts
- Legally verified translation
- Proofreading
- Transcription (from an audio file, or from other scripts into Latin script) and/or subtitling
- Regular and express deadlines
- Translation between various languages
- Interpreting services (including necessary technical equipment)

## We translate

- General and specialised texts
- Product sheets, manuals
- Marketing materials, web pages and other materials
- Video-materials
- Internal company documents
- Contracts, business correspondence, credentials
- Documents with legal verification

### Modern technology

Thanks to modern technology for word processing and text formatting, we will always deliver your text in the same format as the original.

### Deadline guarantee

We guarantee to meet the deadline of the job.

## Tailor-made translation glossary

The client glossary contains specific terms used by your company (names of products, job positions, processes, etc.) and the approved and prohibited translations of certain terms. We will create the glossary based on translations we have already done for you. If you already have your own company glossary or a list of terms

used in a given field in a set foreign language, simply send it to us.

### The price of a translation includes:

- Translation by a translator experienced in the field
- Proofreading by an internal translator
- Fact checking (consistency of translation, numbers etc.)
- Adjusting the format to match the original (according to type of document sent)

Prices exclude VAT. Translation prices are per 1 standard page = 1,800 characters including spaces. For regular cooperation, we will prepare an individual quotation for you.



### Pavla Elsnerová Product Coordinator

“A translator always picks the expression that he or she believes best fits the overall context. But in most languages, one particular word can often be translated by several different synonyms, which is why we work with translation memories and terminology glossaries for each of our clients. This means that we can keep track of preferred expressions and that the texts and terminology used are consistent.”

## PRICE

**Transl. from/to English**  
from 390 CZK

**Transl. from/to other languages**  
from 420 CZK

**Interpreting**  
up to 4 hours from 6 000 CZK  
4-8 hours from 10 800 CZK



## REFERENCES

We have been cooperating with JCL for several years. We are a very technical focussed company and highly appreciate that JCL translators know our scientific terminology and so we can be sure that they will do all translations in accordance with the technical terms. Actions and reactions are quick and we always get a response to our demand within 2 hours. Meeting deadlines is an automatic service.

**Renata Štieglerová**  
**Schindler**

JCL has been providing our company with language services for a long time - specifically they provide us with language courses and translation. In general, we are very satisfied with the cooperation, the deadline of translation is always respected and sometimes we use the express service or translations with a notary verification and signature. In case of specific requirements, JCL always comes up with a quality proposal for solutions.

**Lucie Dýnková**  
**Office Depot**

Cooperation with James Cook Languages was a step in the right direction for our company PepsiCo s.r.o. JCL services are always provided on time and in the highest quality. JCL employees are helpful and customer oriented. We look forward to our continuing cooperation.

**Jana Mišovicová**  
**PepsiCo**



**Schindler**

**Office  
DEPOT**



**PEPSICO**



# Premium language consulting

# PREMIUM LANGUAGE CONSULTING

## Language of Leadership

- Motivational speeches
- Crisis communication
- Mentoring and coaching

## International Business Partners

- Business meetings
- International meetings
- Acquisitions and purchases

## Language Performance Feedback

- Live coaching during a meeting or presentation
- Analysis of written communication
- Activities recommended for future development

## Public Speaking and Presenting

- International conferences
- Company events
- Product presentations

## (In) Formal Networking

- VIP hospitality (eg. golf, horse races)
- Business dinners
- Informal meetings

## Language Nuances

- Exact terms
- Strong and weak expressions and phrases
- Cross culture

Premium Language Consulting is not a regular class, it is a consultation and individual language mentoring which is tailor-made according to the client's needs. A specification of this service is the high professionalism of the mentors, with maximum emphasis on meeting the demanding requirements of any client, time customisation and flexibility.

**The consulting can be provided in English, German or Czech.**

## What we have already done for our clients

The technical director of an international automotive company prepared for a speech for the opening ceremony of a new model on the market at the Geneva Motor Show. They had two weekend meetings, during which the emphasis was on fluency and elegance of speech, taking into account the importance of the event.

The director for Central and Eastern Europe of one of the biggest brewery companies in the world prepared for motivational speeches to the individual managers of local companies in the context of restructuring the company. The preparation took 12 half-day meetings with our language coach, during which they practised the specific speeches and prepared for possible reactions.

## PRICE

**Standard price:  
60 minutes 2 899 CZK**



The price is without VAT. The initial consultation is free. The price will always be calculated individually according to the requirements (topics, intensity, location, number of consultations, preparation of the mentor etc.) The exact price will always be calculated specifically for you. For long-term use of the service we can set special price conditions. The price always includes the services, including analysis of client needs and time and overall performance of services.



**Martin Valenta**  
**Key Account Manager**

“The aim of this service is to provide TOP management with the opportunity to prepare effectively for speeches, conferences, consultations and meetings. Consultations are led by the most experienced teachers and will fulfill the most demanding expectations.”



# New and additional services



## E-learning

- We offer top-range e-learning.
- [www.onlinejazyky.cz](http://www.onlinejazyky.cz)
- A tool for practising language skills and knowledge.
- Six world languages, general and specialised courses.
- If you need e-learning with a specific content (focused on a particular thematic area), we will be happy to prepare it for you.
- One year of teaching entails more than 100 hours of instruction and practice and over 1,200 new words and phrases.
- E-learning is an interactive option for self-study, but we recommend it as a complementary tool to conventional training with a teacher, not as a separate product.

## Mooveez

- App for mobiles and tablets
- Learning comes from watching films and videos that are followed by exercises
- Uses the paradox of edutainment - If I enjoy something, I learn even though I didn't primarily plan this activity to be an educational one
- Works with the Scandinavian effect - people from Nordic countries speak perfect English because they build their vocabulary from a young age through watching films in English with subtitles
- The app is a great supplement to building vocabulary and passive knowledge
- Contact us and get a discount for JCL clients

## Independent audit, recruitment testing

- We offer our clients the independent testing of employees or candidates in the recruitment process.
- A standard part of testing is a language test and a personal interview in the given language for the comprehensive testing of both active and passive language skills.
- Results according to the Common European Framework of Reference for Languages are supplemented with written commentary and recommendations for future study.
- Fast, economical and flexible solutions.

## International exams

- We are certified to prepare students for ESOL exams from the University of Cambridge.
- We offer preparation courses for exams in which the concept of the course corresponds to the target test; lessons also include practice (mock) tests.
- We arrange all the registration paperwork for most international tests.



95% STUDENT SUCCESS RATE IN 2018



A MOTIVATIONAL TRAINING ELEMENT



A WAY TO MEASURE LANGUAGE LEVELS  
OR PROGRESS



## Cross culture training

- Differences between various cultures and nations for those moving abroad, including to the Czech Republic.
- Personalised courses compare the cultures, communication, customs and environment of the relevant countries.
- This type of course is used primarily by multinational corporations and Czech firms that do a lot of business in foreign markets.



## Because you can always be even better!

At Top Vision, we do what we are best at. **EDUCATION**. We help individuals who want to progress in their career and companies which have a vision and want to make it happen. Mostly, it is increasing profit and decreasing costs.

### We have the best trainers in the Czech republic

They are professionals with a proven track record, tangible success, ample experience and are well-versed in current trends.

### Number one in company education

We have been the market leader for 18 years. First and foremost, we thank our clients who keep coming back. Join the best.

We design **tailor-made education programmes**, organize **open courses** for individuals who want to keep up with their competition, and organize **inspirational conferences** with interesting speakers. Yet that's not all- there's also **diagnostics** of individuals and teams, **coaching**, mentoring, **teambuilding** and more.

### We are offline and online

With us, you can also develop online. We have created **webinars on current topics** for you so that we can inspire you even when you work from home. We are also preparing **corporate academies** which combine online and of-line education. Because sometimes you just want to be there!

We are looking forward to thinking it up with you!  
Contact us at: [info@topvision.cz](mailto:info@topvision.cz).

## Accept our invitation to a virtual tour.



[www.topvision.cz](http://www.topvision.cz)

## Shhhh! A 50% discount just for you!

You can choose one course and get a 50% discount. Browse the courses at [www.topvision.cz](http://www.topvision.cz), choose one and redeem the discount when finishing the order by using the PSSST50 promo code. Valid until the end of 2020.

\*Applicable for one person from one company per one course.

### Rhetoric and grace in communication with Jan Přeučil

Image, charisma and the importance of the first impression

- You will deepen your ability to captivate your audience
  - You will practise all advice and tricks
  - You will get plenty of valuable advice on how to keep improving
- Jan Přeučil, actor and trainer

### The Secret Behind McKinsey Presentations

Discover the science of fact-based persuasion

- You will discover how to engage audiences so they listen
- You will learn how to structure your thoughts in a logical manner
- You will obtain tips how to take complex ideas and convey them in a simple, yet effective way

Jan Matthew Pochop, presentations trainer and consultant

### Stripped naked with Jiří Kula

In-depth training for managers and leaders

- You will discover what is holding you and your employees back and unlock your full potential
- You will learn to use being outside of your comfort zone to your advantage
- You will find out how to be more open and courageous

Jiří Kula, coach and crisis manager

## Inspirational meeting of personalities

Learn from the best professionals



**Margareta Křížová**

Business, Businesswoman



**Jan Přeučil**

Rhetoric, Personal charisma  
and charm



**Zdeňka Žádníková Volencová**

Rhetoric, Self-presentation



**Jiří Kula**

Crisis Management,  
Searching for inner strength



## JIPKA Language school

Jipka has been a staple of the Prague language education market for more than 20 years. It is specialized in open courses, i.e. the students pay for their lessons themselves. There are branches all over Prague, but should it happen that there is not one nearby, an online lesson is always an option. They choose and develop their teachers carefully at Jipka. Thanks to that, all lessons are led by true professionals with the appropriate language and pedagogic education. For more information go to [www.jipka.cz](http://www.jipka.cz).

## Language courses

There is something for everyone at Jipka. The selection includes 53 different languages - from English to Japanese. New courses are put together every semester (autumn, spring, summer). Before enrollment, the language level is assessed via an online test. The result makes sorting into study groups ideal.

### Group courses

Even in group courses, an individual approach is emphasised. The groups have no more than 10 students and are interactive, whilst developing all languages skills. Exceptions to this are specialized courses focusing on specific language areas, e.g. conversation courses, specific grammar courses or business English.

### Individual courses

Lessons are tailor-made to the student's needs. Time, place, course content and pace are fully in the hands of the client. It is possible to start anytime of the year regardless of the semester. It is also possible to have two students in the class without an increase in price.

### Why study at Jipka?

- Wide portfolio of languages
- Branches all over Prague
- Possibility of online lessons
- Individual approach
- Friendly atmosphere



## Children language camps

### Why send your children to a language camp?

- Interaction with a native speaker
- Fun learning - games, projects, videos
- New methodology tailor-made to suit children
- Improving vocabulary
- Improving pronunciation
- Lots of new experiences and friends

### Day camps

The programme is guaranteed by the city of Prague and is available in English, German or French. Children spend part of the day learning and thanks to modern methodology and gadgets (such as tablets) they will definitely enjoy themselves! The afternoon is spent having adventures with their new friends. The children will talk minimal Czech throughout the day and will get used to interacting in a foreign language. Camps are suitable for children from 8 to 12 years of age.

### Stay camps

Children will have both English lessons and classical camp activities. A topic game is interwoven into the week-long stay and of course there will be a campfire and challenges. Mornings however, are dedicated to learning under the instruction of experienced teachers. Thanks to modern, tailor-made methodology for children, they will not even realize they are being taught. Stay camps are suitable for children from 8 to 15 years of age.



# CONTACT

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Follow us on social media:



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702 00 Ostrava

### Mladá Boleslav

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293 01 Mladá Boleslav

## SLOVAKIA

### Bratislava

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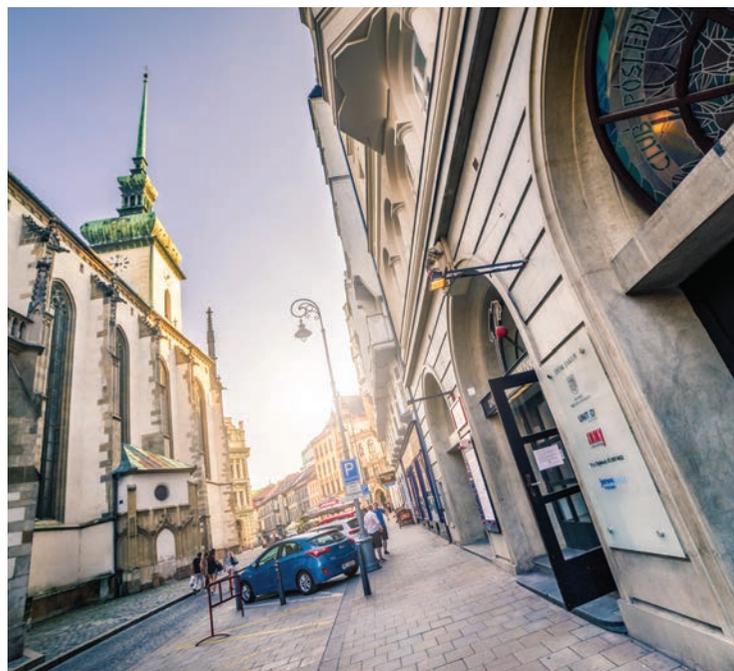
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**jcl.cz**

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We are a member of the Edua Group

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