

# Product Catalogue

2021/2022

**jamesCOOK**  
languages



# 2017

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

# 2018

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

# 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.

# 2001

We expanded our operations to Slovakia.

# 1999

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

# 2019

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

# 2020

We digitalized our services.

# 2021

We are changing the language education market.



**D·R·E·A·M**

**System of Effective Substitution**



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## D·R·E·A·M **Revolutionary** System of Effective Substitution

The market of language training has not changed in many years. However, the events of the past year had a strong impact on the field of private language education. We could have waited for everything to return to normal, but we decided to do something a little different. We have come up with an original solution to a long-standing problem- our DREAM - a system of effective substitution. Each lesson that is missed negatively affects students' progress. The system of effective substitutions introduces a fully-automated procedure that actively encourages students to choose a replacement lesson, thereby naturally boosting their motivation and results.

Students choose the form of the replacement lesson based on their individual needs. This way, they can focus on topics and skills that they will really use in their professional lives. Thanks to our personalized solution, employers and students will soon notice increased success in real situations.



## We turn dreams into reality



One year ago in March, life once again taught us something new. The majority of us lived in the belief that after a brief period of hardship we would be back on our feet and would continue with what we were used to as if nothing had happened. A year later, and it couldn't be more different.

Nevertheless, the truth of the matter is that without this test you would be reading a completely different text, and that would be a complete shame. The language education market is conservative and has not changed much over the last two decades. After a long time, the thought that has been in the back of our minds has materialised; let's do something about it, come up with real innovation and change things. This isn't only our wish, but a repeated request from you, our clients; the desire to bring your employees something new and fun, so that they are motivated and get the most out of their learning.

In the end, external catalysts in March accelerated everything. After all, when else that when everything in the world was changing around us? I am very glad that after a year of hard work and with the great help of many of you, we have managed to prepare something very special. It is thanks to you that we are able to grow and improve. Together, we can help our/your students grow. We introduce to you our DREAM.

**Jakub Juhaňák**  
Managing Director



About us

# Our branches



## Prague

Karlínské náměstí 8  
186 00 Praha 8

## 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

## Warsaw

ul.Wilcza 31 lok. 5  
00-544 Warszawa

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

# EDUA GROUP



More than  
**600** clients



**14 000**  
students



**140** cities



**1 215** teachers



**610 000**  
hours per year



**53** languages



# References

## Banking, insurance and finance



## Telecommunications and IT



## Energy



## Construction and property management



## Retail



## Advertising, marketing and media



## Food and tobacco



## Transport and logistics





### 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



### 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



### 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.





### Kara Magalhaes Senior Teacher

"I have been working for JCL for more than four years and what I enjoy about my job is its variety. I started as a teacher and over time I started to teach specialised courses and participate in their preparation. I am also involved in the preparation of Logbook, a magazine for teachers. Last year, I became a Senior Teacher. I am happy to share my experience with my fellow teachers - by giving feedback after observing their lessons or through the training and workshops that I lead."

## Our Teachers



#### Thorough initial training

All our new teachers attend **7 mandatory** methodology training sessions, during which they are introduced to James Cook Languages' teaching principles. The focus is based on our Coach&Practise methodology.



#### System of teacher hierarchy

Each new teacher receives support and assistance from their Senior Teacher who observes them, invites them to regular methodological and organisational consultations and provides the teachers with feedback based on their students' responses to the JCL satisfaction survey.



#### 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.



#### Careful selection of teachers

The hiring procedure consists of an initial interview, demo lesson, methodological analysis and feedback.

#### 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

The Coach&Practise method improves each student's language level very effectively. 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.

**Adam Tatar**

Adam is our Senior Teacher and a training and workshop leader. He graduated from Charles University with a degree in sociology and social anthropology. He has gained a Red Cross First Aid Certificate. He has been working with James Cook Languages since 2013 and teaches individual and group in-company courses. Adam is an expert in teaching large groups and teaching online.

**Iana Morozova**

Iana is an experienced teacher, popular with her students. She graduated from Charles University with a degree in English and Russian languages. In 2019 she obtained her CELTA, a certificate in English Language Teaching to Adults and she has also completed Key Teacher Training. She has been working for James Cook Languages since the year 2017. In addition to teaching in-company general and Business English courses, she also teaches specialised courses.

**John Thorburn**

John studied environmental studies and geography. He then worked in the energy industry and prepared and conducted courses for customer service clients. He gained experience in teaching English in Japan, where he used to teach individual and group in-company courses. He has been working with James Cook Languages since 2009. John took part in preparing and teaching methodology training and currently works as a teacher of in-company courses and a Senior Teacher.

**Tanner LeTourneau**

Tanner graduated from the University of Wisconsin - Milwaukee with a degree in linguistics. He has been teaching English since 2015 and has been working with James Cook Languages since 2018. He works as a teacher of general and specialised language courses. Being a member of the methodology team, he also helps prepare specialised courses. In addition to this, he is also involved in the preparation and hosting of informal development sessions for our teachers.

**Kara Magalhaes**

Kara is our Key Teacher, trainer of special courses and leads training sessions and workshops for 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 prior. 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.

**Klára Večeřová**

Klára comes from Brno where she graduated from an English-oriented grammar school. She successfully passed her FCE and CAE exams 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.

**April Mislan**

April is our Senior Teacher, Community Manager and also a Key Teacher. She has been teaching since 2011 and when teaching special courses, she uses her knowledge from her 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.

**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 her teacher training. She currently works as a Senior Teacher, teaches in-company and intensive courses.



**DREAM - A Revolutionary System  
of Effective Substitution**

# D·R·E·A·M

## D·R·E·A·M - A Revolutionary System of Effective Substitution

New to the field of language lessons- a system through which students won't rest on their laurels, even when lessons are cancelled. A 100% guarantee of making up for all cancelled lessons, thanks to which students can more effectively progress and develop their language skills, ensuring that teaching regains structure as well as many new benefits.

### How does D·R·E·A·M work?

The substitution process begins immediately when a student or a teacher cancels a lesson in advance. The teacher offers the students 1-3 replacement dates. Should none of the offered dates suit the student(s), the student(s) receive a notification with a link to a wide selection of alternative forms of lessons in the Language Catalogue.



### What does D·R·E·A·M bring you?



### Watch the demo video



#### Communication

Prompt and smooth communication of the lesson cancellation and the alternative dates between the student(s) and teacher is important. The system automatically intervenes and makes the process as smooth as possible wherever communication might falter.



#### Intensity

The establishment of the substitution system ensures the continuation of study. Thanks to a proactive means of communication, the student is encouraged to arrange a replacement lesson or an alternative product from the Language Catalogue and continue to further develop their skills.



#### Individual Needs

Students and their individual needs are a priority. The choice of the form of substitution is therefore left up to the students' individual preferences.



#### Practice

The offer in the Language Catalogue is focused on topics that are especially relevant and applicable in the work environment. Nothing pleases students of a foreign language as much as the opportunity to immediately apply new knowledge in practice.



#### Automation

The system fully automates the entire process, eliminating the need for intervention from HR. The students, together with us, are responsible for choosing their substitution lesson.



#### Motivation

Encouraging students to develop their knowledge and skills is no longer the sole responsibility of the teacher, but also that of the students themselves. The enjoyment of lessons and progress made due to more frequent learning, will also influence students to devote further more time and space to their language skills than before.



#### Value

Funds invested without any additional teaching costs. Higher attendance with specialized topics ensures practice at a high level.

## Choice from the Language Catalogue

Access to the Language Catalogue grants the choice of a selection of non-traditional lesson formats. Students can find other methods to enrich their knowledge through new means of study. Thanks to this, students have the opportunity to meet new students and teachers, and therefore in many cases gain the chance to leave their comfort zones, which often hinder further progress. The Language Catalogue is fully tailored towards the individual interests and needs of every student. The lessons and topics are designed so that the content of the course can be easily and immediately applied in practice. Skills can be improved in the three most popular languages: English, German and Czech.

### Language Catalogue Products

#### Telephone

This commonly requested lesson format naturally puts the students in a real, authentic situation that they can encounter in their professional life. The situation to be practised can be defined by the student according to their needs. Going through training in practical situations is an extension of a standard language lesson. The student has a unique opportunity to enhance classical teaching via an alternative format that they otherwise would not experience. The newly acquired skills can be immediately applied in practice.

#### Parameters:

- Target of the lesson set according to student needs
- Lesson with the current teacher
- 2×15 minutes + feedback from the teacher
- Only for students in individual lessons

#### Topic-based or Skill-based Lessons

In the Language Catalogue, the student is able to choose the focus of the lesson and the exact time and date it will take place. During a topic-based lesson, the students practice general language, gaining new vocabulary and phrases needed to master a certain topic. Great emphasis is placed on the relevance and appeal of the topics, including (for example) Czenglish, Where I Live, Food and Cooking and many more. The new knowledge is applicable for both general and professional discussions. The subject of a skill-based lesson is the use of a foreign language in practice. Students have the opportunity to prepare themselves for situations that they find themselves in at work. Some of the most sought-after topics include Negotiation Skills, Email Writing or HR English. Both types of lessons are available for students in individual and group courses. Students in group courses choose the lesson individually, according to their own needs.

#### Parameters:

- 90 minute online lesson
- A group of max. 6 students
- Courses for levels A1, A2, B1, B2, C1+
- For students in individual and group courses

## Options for Students

### Students in individual courses



**Classic replacement lesson**  
with current teacher



**Telephone lesson**  
with current teacher



**Topic-based lesson**  
in a group with  
a different teacher



**Skill-based lesson**  
in a group with  
a different teacher

### Students in group courses



**Classic replacement lesson**  
with current teacher

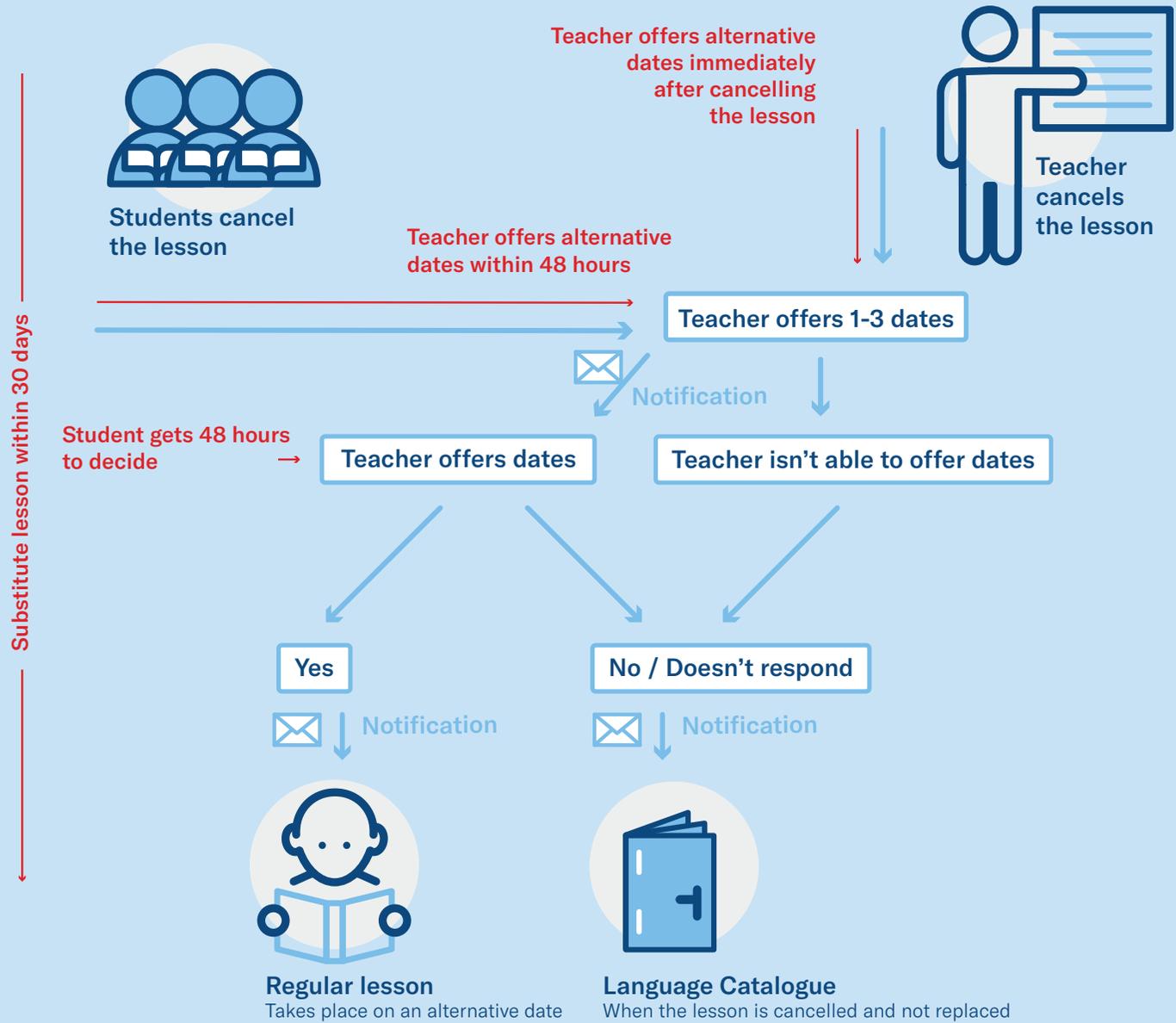


**Topic-based lesson**  
in a group with  
a different teacher



**Skill-based lesson**  
in a group with  
a different teacher

# Substitution Management System





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 with our customers on our education system
- 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



### • 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



#### Language audit

a language test and personal interview with every student



#### Parameters of lessons

set according to the needs of HR, student and manager



#### Beginning of lessons

a meeting with the teacher with teacher, syllabus preparation, textbook choice



#### → Teacher choice

chosen from over 900 teachers, according to course goal, level and other preferences

## 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.

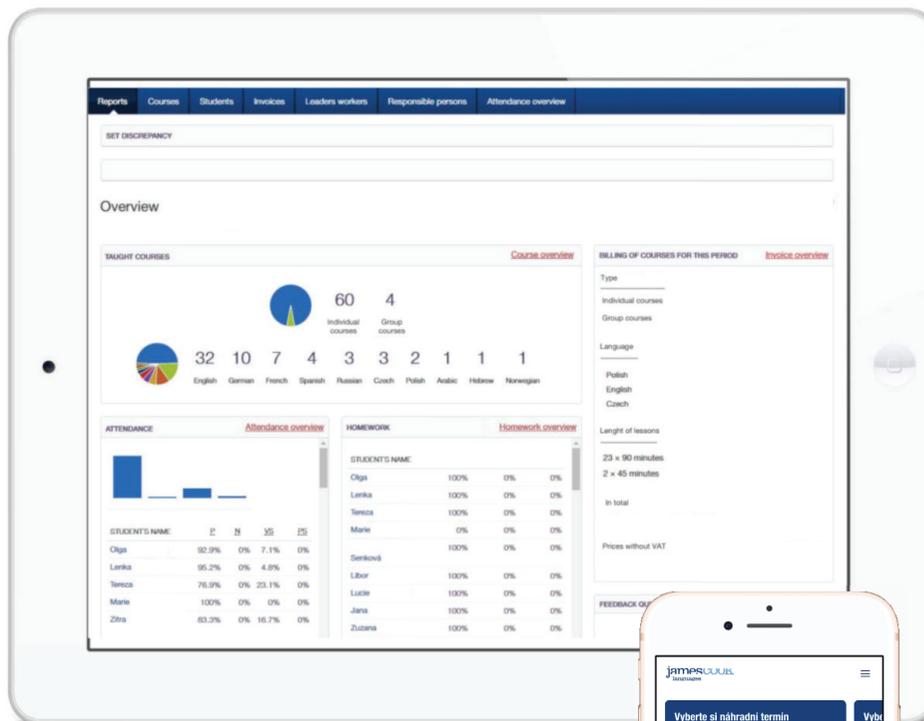
- Verification of satisfaction after three lessons by phone or email
- Electronic satisfaction surveys twice a year
- More than 650 classroom methodology inspections per year
- Personal lesson analysis, feedback and work with a development plan for the teacher

## 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

# Schoolpartner



Effective lessons



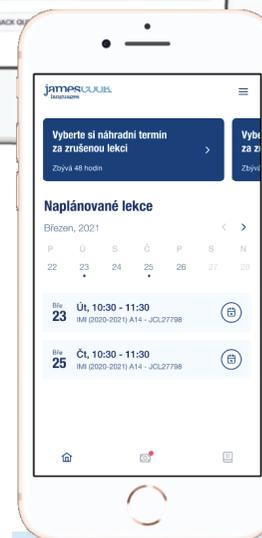
Flawless administration



Precise organisation



Pleasant communication



New user interface for students and teachers

## Online lessons

Online courses represent a fully-fledged alternative to face-to-face lessons; we even offered our clients online lessons before the first wave of the coronavirus pandemic hit in March 2020. Our language school is well-versed in lessons in a virtual environment and we have developed a unique and effective system of interactive teaching - we combine the communication platform of the client's choice with a shared workspace in Google Slides.

### What does an online lesson look like?

A teacher joins the chosen video conferencing platform, through which the communication with students primarily takes place.

Apart from the communication platform, teachers use:

- a presentation which maintains the structure of the lesson
- chat as a whiteboard alternative for error correction and new vocabulary
- screen sharing for video or pictures
- apps - e.g. Quizlet for vocabulary and phrases

## Platforms used

We are open to using other platforms and can accommodate the services you use. We have the most experience with:

- Google Meet
- Skype
- Microsoft Teams
- Zoom



### 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 video-conference. Therefore, online lessons imitate the most common situation.
- No need for a specific place or a conference room
- The teacher can offer alternative dates/times more easily
- Replacement of cancelled lessons
- Can be combined with face-to-face lessons

### What kind of courses are available online?

- Regular one-to-one or group courses
- Specialised courses

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



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

# One-day specialised courses



# One-day specialised courses

## Why choose one-day specialised open courses

### Specialisation

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

### 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 run from 9am until 4pm and are in small groups of 3-8 students.

## Form of teaching



### Interactive lessons

A lot of time for your own presentation and for sufficiently practising



### 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 foreign language



## 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."



### Combination

Training of both professional and language skills.



### Variety and fun

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



Current dates for courses can be found on [www.jcl.cz](http://www.jcl.cz)

## Price

1-5 registered	3 499 Kč
6-15 registered	2 499 Kč
16+ registered	1 499 Kč

above number of places (registered) for the given time.

Register and get more info at: [jcl.cz/en/services/one-day-specialised-courses/](http://jcl.cz/en/services/one-day-specialised-courses/).





# Content of the most popular courses



## 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



## 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



## 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
- Discover the causes of mistakes and be able to work on eliminating them
- You will 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

- A 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



## 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



## 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

- Language and phrases for interviews
- CVs, interviews and assessment centres
- Talking about competencies and attributes
- Termination of employment + exit interviews



## 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
- Negotiation language
- Proper argumentation
- Assertiveness and polite conduct in English
- Practical training with real situations



## The Language of Presentations

The course is designed to practice presentation skills, with a focus on theoretical knowledge and the 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- linking your thoughts
- Visualisation
- Summarising ideas
- Describing graphs and tables

We can take any of these courses online too. They run via Zoom and Google Docs in a shortened format of 3 × 90 minutes. These platforms allow for group work, even online, and maximum interaction with the teacher, the materials and fellow participants. Links to the materials and the call are sent to the participants in advance, and the courses are led by talented teachers who have a great deal of experience teaching online.



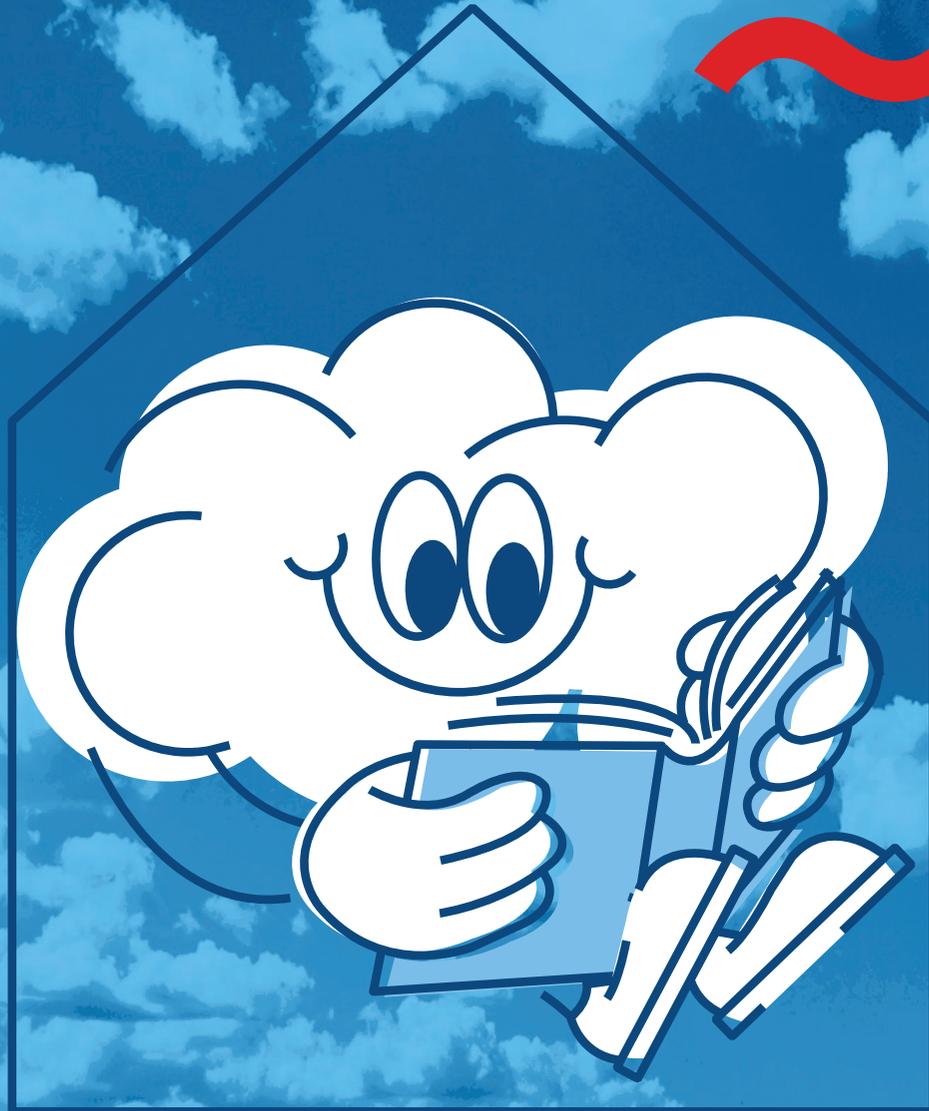
### List of other one-day specialised courses

- Accounting and Tax English
- Banking English
- Be Confident on the Phone
- Attending a Conference in English
- Cross Culture
- Business Meetings
- Daily Life in HR
- General and Personal Finance
- Language Screening
- Learning & Development Guru
- Practise your Presentation Skills
- Presenting Online
- Telekonference
- Virtual Meetings
- Business Meetings in German
- Presentations in German
- Telephone and E-mail Communication in German





# In-house courses



# In-house courses

## Why choose in-house courses

One of the trends in recent years is that every year we organise a wider variety of courses on various topics. 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 Accenture, Commerzbank, Česká spořitelna, DHL, Equa bank, HSBC and more

## 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.

## Interesting format

A wide range of activities that ensure you will truly remember the acquired knowledge (role-plays, 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.

## In-houses Online

We can take any of these courses online too. We are able to adapt the course content and the format (video-conferencing platform, materials) to suit your requirements, ensuring the quality of our face-to-face courses applies online too. Contact us for more information.



## Bibiana Machátová Academic 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."

## Price

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

**1 day course (4 × 90 minut)  
18 000-25 000 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.

## 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 Trends  
Negotiation Skills

### HR

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

### Back office - for everyone

Office English  
The Language of Presentations  
Be Confident in Writing  
Be Confident on the Phone  
Virtual Meetings  
Practice Your Presentation Skills  
Presenting Online  
Czenglish  
Grammar Refresh  
Cross Culture

### Specific situations

English for Receptionists  
Business trips  
Occupation Health and Safety

### Specialists

Marketing  
Logistics  
Legal  
Insurance  
Journalism  
IT  
Risk

## 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 over 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 to the right. Other topics are listed below, and we will be happy to tailor them to suit your needs.**

## Other possible topics

- Travelling
- Living Sustainably
- Ethics in Business
- Cross Culture: USA vs UK
- Hiking and Travelling in the Czech Republic

## Popular topics:

### Work-Life Balance ● ●

In this session, you will share experience on how you try to balance your work and your life outside of work. Share your tips and tricks, point out possible dangers and how to avoid them, and create a top 10 list of advice for having an effective work-life balance.

### Creative Thinking ●

In teams, you will deal with common work tasks by 'thinking out of the box'; you will learn phrases related to expressing opinions, agreement and disagreement, as well as language related to creativity. In the final part of the session, there will be a focused discussion tasking participants to find a solution, discussing and presenting their ideas.

### E-Communication vs F2F 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.

### 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 discuss the current value of sources of news, both online and in print/broadcast media.

### 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.

### 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 discuss and analyse case studies of companies that urgently need to innovate to stay competitive.

## PRICE

You can buy discussion clubs as packages:

**1 session ..... 3 990 CZK**

**6 sessions ..... 20 990 CZK**

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





## 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.



### 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.



### 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.



### 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".



### 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.



### 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.

## 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.

### Tricks I: How to learn effectively 2 × 60

- Setting targets
- Learning methods



SEMINAR

### Tricks II: How to utilise technology 2 × 60

- Apps
- Work with the cloud
- Audio and video



SEMINAR

### Tricks III: How to work through blocks 2 × 60

- Work with errors
- Learning strategy
- Myths about learning



SEMINAR

### Whole day course 4 × 90

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



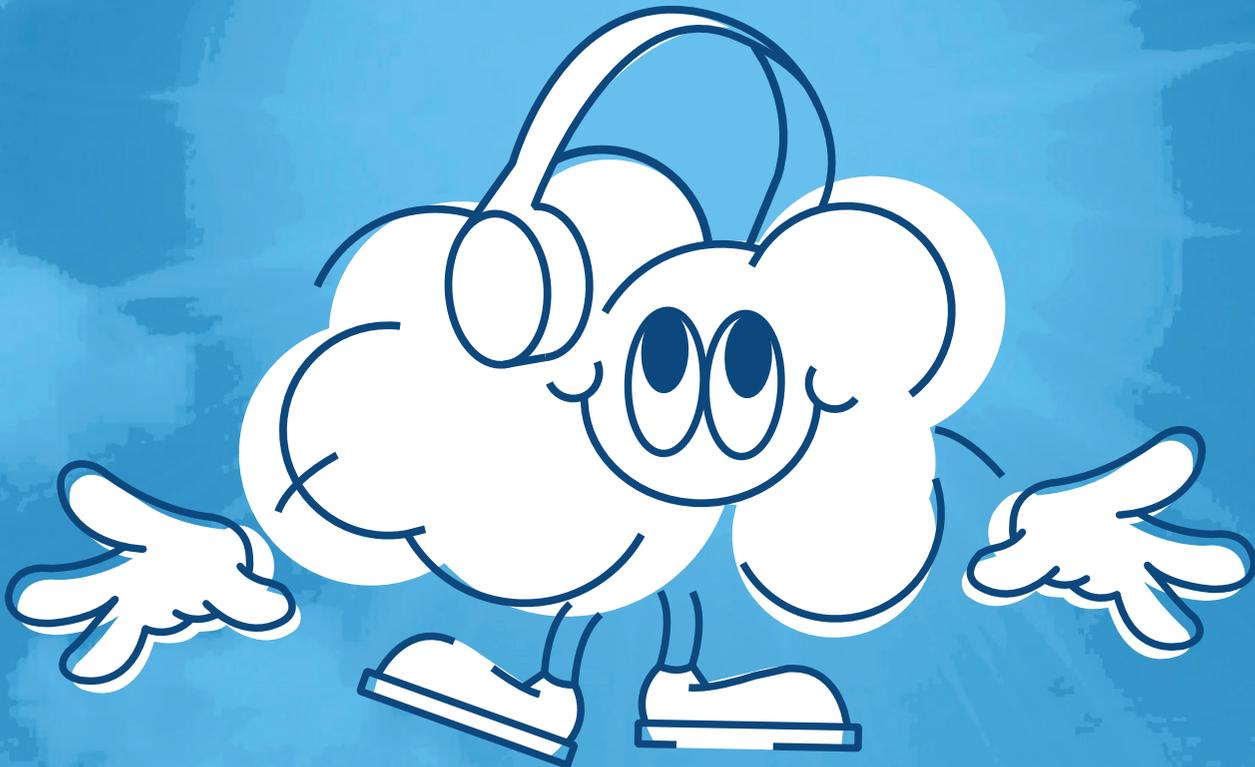
COURSE

### Price



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

# 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

## Deadline guarantee

We guarantee to meet the deadline of the job.

## 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.

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

## PRICE

**Transl. to / from English, German and Slovak** from 312 CZK / 348 CZK per 1 standard page

**Transl. to / from other languages** from 360 CZK / 420 CZK per 1 standard page

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.



## The price of a translation includes:

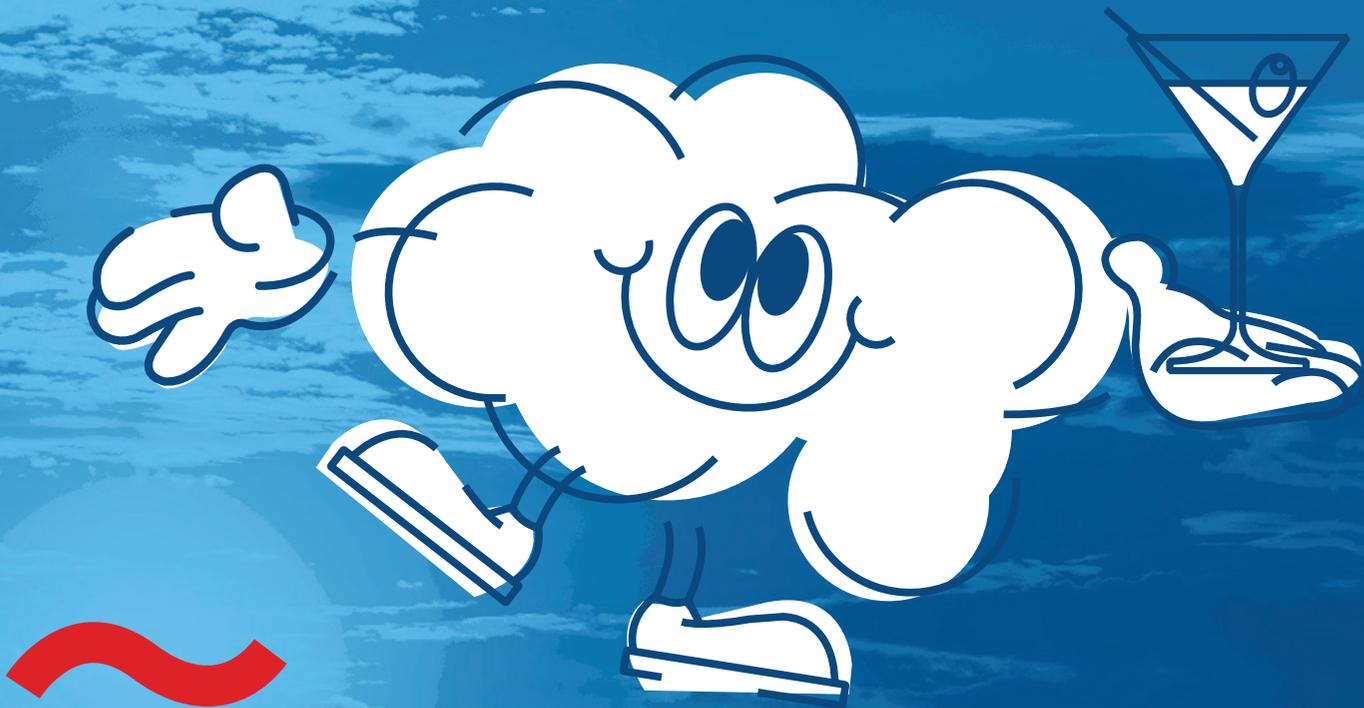
- Translation by a translator experienced in the field
- Fact checking (consistency of translation, numbers etc.)
- Adjusting the format to match the original (according to type of document sent)



## 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.”

# 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 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.

## 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.

## 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 given 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.

## Cross culture training

- Examine 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.



95% Student success rate in 2018



A motivational training ELEMENT



A way to measure language levels or progress



## Open courses

Everyone will be able to choose from the rich assortment of open courses on offer: **a novice manager** who wants to avoid fatal mistakes, **an experienced manager** interested in the latest trends in leadership or **a salesman** who needs to break through the competition and bring money to the company. These courses are for everyone who wants to be more organized, more productive, more creative and more satisfied at work.

## We are online

Take advantage of the unique opportunity to study from the comfort of your home. Our virtual classrooms are open and lessons with our trainers are interactive. You won't miss opportunities to share your stories and ideas. You will also still have the chance to learn from other participants. All you have to do is to join us.

## Blended learning

BLENDED LEARNING is a combination of online and face-to-face education. We have prepared webinars on relevant topics and we will be happy to prepare a tailor-made webinar for you. Online learning has proven to perfectly complement traditional face-to-face learning.



- Traps on young leaders' paths
- A woman in a managerial position
- Leadership excellence
- New to a managerial position
- The art of imposing your own views
- Remote Management - leading a virtual team
- Online recruitment - trend and necessity
- Reducing stress by being assertive
- Leadership training and people management techniques
- Time, priority & self management
- Basics of programming
- How to prevent burnout
- Payroll administration for HR professionals
- Change your communication strategy not only in times of crisis
- Labour Code for employers
- Mindfulness

Do you deal with clients from abroad? Do you communicate with your colleagues in English? It may be interesting to know that you can take our presentation skills courses in English. Instead of focusing on grammar, we will focus on your verbal and non-verbal communication.

### Corporate education

**Would you like to embrace education in your company conceptually and comprehensively?** Get in touch with us. Using modern psychodiagnostics, we will identify strengths and weaknesses of your employees and design a systematic educational program tailor-made for you. We work with the best trainers, people with experience who can impart their know-how.

### Inspirational workshops

Inspirational workshops on topics you have chosen represent the most effective tool that can lead the whole team towards a new vision, enthuse employees about a new idea or gain a new perspective on a problem plaguing the company. It is recommended to have an hour-long lecture with a follow-up 30-minute discussion.

### Presentations (but in English)

The art of professional presentation is important for managers who need to attract their listeners and keep their attention at meetings, for salespeople who present and sell products to their clients, and for all leaders who present their teams' results. Professional presentation is the thing that can help set you apart from the average.



## Lukáš Fejks, Managing Director

„We believe in information superiority being the strongest competitive edge. Investments in education are risk-free and bring permanent benefits.”

#### **PSYCHODIAGNOSTICS**

is a modern tool used for human capital management. In only a few minutes you can get a comprehensive overview of your employees' skills or their detailed psychological profiles.

#### **THE TAILORED ACADEMY**

is a series of workshops and coaching focusing on the development of specific skills. We offer THE MANAGEMENT ACADEMY, BUSINESS ACADEMY or PROFESSIONAL PRESENTATION ACADEMY.

#### **COACHING and MENTORING**

represent the most effective tools focusing on the development of individuals and teams. Our team consists of accredited trainers and mentors with long experience. We always select the ones most suitable for your corporate culture or a specific person.

#### **EDUCATION WEEK**

is one of the most requested activities that can promote the importance of education and offer development activities that everyone can choose from. An Education Week runs from Monday to Friday, and several educational activities take place every day. Employees can attend courses or workshops they are interested in.

#### **AN INSPIRATIONAL MEETING WITH A PERSONALITY**

is an ideal choice if you are looking for ways to inspire and motivate your team.

**DIGITAL PLATFORM** offers education by e-learning and at the same time it teaches how to use smart applications to make your work easier. Use the power of technology.



**Aneta Soldánová,**  
Key Account Manager

„Work with human potential involves more than just education. It is necessary to make sure the employees remain engaged and

## REFERENCES

### UNIPETROL

The aim of the series of training sessions for assistants and administrative workers was to help participants realize what their role is, to get better at managing their emotions, to work on their communication skills and to make assistants work more efficiently (to prioritize tasks, to learn how to manage time).

### ACCENTURE

We have been the main supplier of the soft and hard skills training for Accenture since 2016. The training sessions in the form of the catalogue courses are addressed to all employees, and participants choose courses based on their preferences, development plans and managers' recommendations. The catalogue courses are prepared for each fiscal year. They reflect the newest trends, output and feedback from the previous courses and are led by strong personalities and high-quality coaches. 90% of all courses are in English and since 2020 we have been teaching online as well. We carry out three to six courses in four different countries each month.

### KOFOLA

In the company Kofola, we have carried out a certified development programme for various levels of business management. The programme started with a joint kick-off meeting which included firewalking. Among other things the workshop included a development needs analysis which was supported by the implementation of the FOCUS Group for the individual groups of participants. They got acquainted with the new trends in business, improved their leadership qualities and worked on their negotiation skills. Training for senior management focused on strategic business management. The programme culminated with the international certification IES.

## Even more inspiration

Is that not enough? It isn't for us. We prepare the podcasts LEAD and LEARN with inspirational speakers talking about current subjects. Our podcasts are full of relevant and accessible information. Why not listen to all of them?

### Contact us



For information about OPEN Courses contact Ondra

**Ondřej Krpeš**  
Client Care Team Leader  
234 718 721  
info@topvision.cz



For information about tailored IN-COMPANY EDUCATION contact Aneta

**Aneta Soldánová**  
Key Account Manager  
777 733 230  
aneta.soldanova@topvision.cz

## Language School JIPKA

Jipka has been a staple in the language education market for over 20 years. The school focuses on public courses which are primarily paid for by students themselves. All three school branches in Prague are located in easily accessible places. However, if none of them are nearby, students can choose an online course.

Teachers are carefully selected and trained at Jipka. Thanks to this, all lessons are led by real professionals with the relevant language and pedagogical education. You can find more detailed information on the website [www.jipka.cz](http://www.jipka.cz).

## Language courses

Everyone will be able to choose from the rich assortment of courses in Jipka: the offer includes 53 foreign languages from English to Japanese. New courses are prepared for each of the three semesters (autumn, spring, summer). Before enrolling in the course, students fill in an online placement test to ensure that students are placed into the right classes.

## Group courses

We emphasize an individual approach to each student, even in group courses. The classes consist of a maximum of ten students. Lessons are interactive and all language skills are developed. Specialised courses however, focus on a particular language skill, e. g. conversation courses, grammar courses focusing on grammatical elements, or Business English.

## Individual courses

Lessons are tailored to the student's needs. The time, place, content of the course and pace of learning are fully in the client's hands. It is possible to start the course any time during the semester and to provide an individual course for two students without an increase in price.

## Online courses

Both individual and group courses can be taken online, which makes them even more flexible. All you need to attend the lesson is a device with an internet connection, a camera and a microphone. The structure of the lesson is adapted to the online environment. It is a comprehensive lesson in which all language skills are developed. Online courses represent a fully-fledged alternative to face-to-face lessons. The platforms we use offer opportunities to work in several smaller groups, in order to practice writing or listening.

The more you study at Jipka, the less you pay. You can find the full price list on [www.jipka.cz](http://www.jipka.cz)



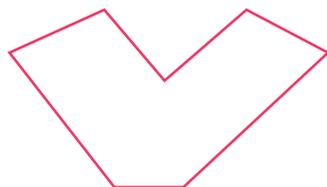
## Why study at Jipka?

- a wide range of languages
- possibility to take courses online
- an individual approach
- a friendly atmosphere
- a similar language level of all students in the course
- favourable prices for loyal students

## Language camps for children

Why send a child to a language camp?

- interaction with a native speaker
- fun while learning - games, projects, videos
- new methodology designed for children
- use of a foreign language in real-life situations
- expanding the vocabulary
- improving pronunciation
- lots of new experiences and new friends



## Language camps

### Day camps

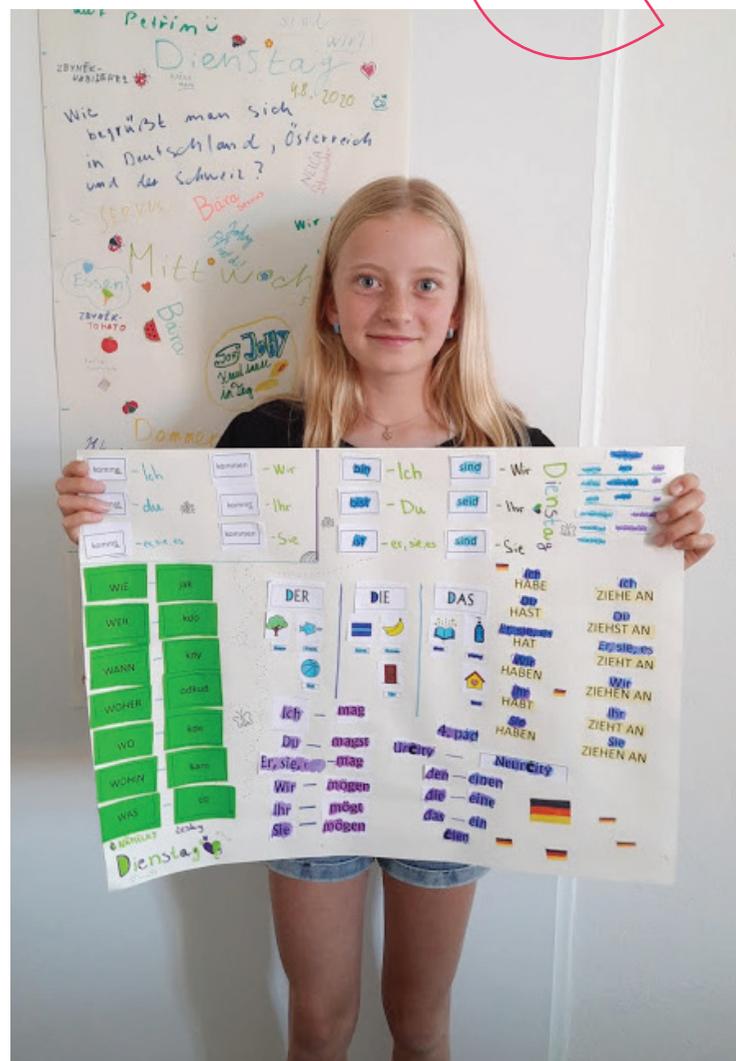
The program is run under the patronage of the Prague City Hall and is available in English, German, Spanish and French. Children spend part of the day learning, where thanks to new methodology and modern aids (tablets etc.) they will certainly have fun. In the afternoons, they take adventurous trips with their new friends. During the day, Czech is used as little as possible, ensuring that children get used to communication in a foreign language. The camp is recommended for children from 8 to 12 years old.

### A language week for teenagers

Entertaining a group of teenagers from 13 to 17 years old can be difficult. Similar to a day camp, a language week for teenagers offers a combination of language learning and entertainment, but is designed for older children. During the whole week the participants communicate only in target language - English, German or Spanish. Language learning takes place in the mornings, the afternoons are spent on trips, doing sports or attending cultural events.

### Overnight camps

Children will enjoy both English lessons and traditional camp activities. There is a camp game running from the start of the camp until its end, a scavenger hunt and a bonfire. The accommodation on a baroque farm in Benice is a great experience as well. The facilities have been renovated and provide children with comfort. They also have the opportunity to try farming, care for animals or horse-riding. In the mornings, lessons with experienced teachers take place. Thanks to new methodology designed for children they won't even realize they are learning. Overnight camps are recommended for children from 8 to 15 years old.



# Contact

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### Mladá Boleslav

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In case of misprints, we reserve the right to make any changes to the information in this catalogue.



[jcl.cz](http://jcl.cz)

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We are a member of the Edua  
Group.

EDUJA  
GROUP

**jamesCOOK**  
languages