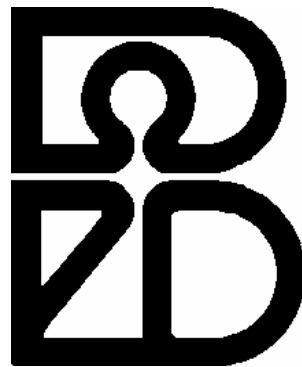


# BOUCHEREAU LINGUA INTERNATIONAL

## ENGLISH IMMERSION

## TORONTO – CANADA



## PROGRAMS AND RATES 2010

### *SALES REPRESENTATIVE MANUAL*

Bouchereau Lingua International Inc. – Toronto



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# BOUCHEREAU LINGUA INTERNATIONAL

## BLI – TORONTO

ENGLISH IMMERSION PROGRAMS

GENERAL OR PROFESSIONAL ENGLISH

For professionals, business people,  
university students and general public.



Bureau d'Éthique  
Commerciale  
Better Business Bureau

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# BLI – ENGLISH IN TORONTO

## TORONTO

### Tourist Information

Located on the banks of Lake Ontario, Toronto is Canada's largest city and its financial centre. It is also the capital of the Province of Ontario.

Toronto is rich in tourist attractions such as the CN Tower, the Skydome, Yorkville, Ontario Place and numerous museums and theatres. Don't miss world famous Niagara Falls, a short ride from Toronto by car or train. You can also tour along the Niagara peninsula, famous for its orchards, its parks, and quaint villages.

**BLI** is located in Yorkville, near downtown Toronto. Several conveniences are located nearby: the Harbourfront, the Eaton Centre, the University of Toronto, Ryerson Polytechnic University, City Hall, luxury hotels, the Convention centre, Union Station and both subway and bus lines.

## IMMERSION PROGRAMS OFFERED BY BLI – TORONTO

### A BRIEF DESCRIPTION OF ALL PROGRAMS

- N° 1 **Standard**  
Group courses formed by **BLI** – minimum of 18 years of age
- N° 2a **Private**  
For executives, civil servants and employees who wish to improve their English proficiency level rapidly.
- N° 2b **Semi-private**  
Business and professional English.  
For two people at the same level of English working for the same company.
- N° 2c **Pre-organized groups**  
For 3 to 6 participants at the same level of English and working for the same organisation or at least in the same field in order to make course adaptation possible. Same time frame for all participants. Placement tests are given by BLI to ensure that participants are at the same level.
- N° 1+2a **Combined**  
Group course + private tutoring

### Notes

- ◆ All programs are offered all year long.
- ◆ Programs can start on any and all Mondays.
- ◆ Suggested minimum stay: 2 weeks.

## **ENGLISH IMMERSION PROGRAMS - TORONTO**

### **PROGRAM N° 1 STANDARD** **GROUP COURSES – 15-25-30 HOURS PER WEEK**

#### **DEFINITION:**

For students who need to improve their overall language skills without a particular emphasis on a given area or specific need.

#### **MINIMUM AGE:**

18 years. We will accept youths aged 16 and 17 under certain conditions.

#### **DATES:**

Program can start on any Monday throughout the year.

Upon arrival, you will receive:

- A package including a map of the city, general information and the school's rules.
- An orientation session which includes tourist information video and city information.

During your stay, you will receive:

- Personalized instruction in small groups with an emphasis on spoken expression and group conversation.
- Access to our study room for personal study-time or prepared but unsupervised activities.
- Access to Internet.

*Preparatory courses for the TOEFL, TOEIC exams are offered at additional cost.*

#### **N.B.: There will be no classes on the following dates, for 2010:**

January 1 <sup>st</sup> and 2 <sup>nd</sup> (New Year's)	May 24 (Victoria Day)	September 6 (Labour Day)
February 15 (Family Day)	July 1 <sup>st</sup> (Canada Day)	October 11 (Thanksgiving)
April 2 <sup>nd</sup> (Good Friday)	August 2 (Ontario Day)	December 25 <sup>th</sup> to the 31 <sup>st</sup> (Christmas)

#### **GROUPS:**

Formed by BLI and based on knowledge of the target language.

#### **PREREQUISITES:**

None. A placement test will be given to students upon arrival.

#### **SESSIONS:**

Duration of the preogram is up to the participant. 1 week to 1 year. BLI suggests a minimum of 2 weeks.

#### **SCHEDULE**

Courses are from Monday to Friday, **15-25-30 hours a week**. Schedule is either in the morning **or** the afternoon, as planned by BLI scheduler.

**NB: Group courses missed for personal reasons or because of holidays will not be made up.**

#### **LINGUISTIC AND SOCIO-CULTURAL ACTIVITIES:**

Field trips, excursions and activities can be organized, at the student's expense.

#### **LODGING:**

Lodging provided by a Host families (private bedroom, breakfast and dinner) or in a university residence (no meals).

**NB: The lodging is calculated starting from Sunday dinner to Saturday breakfast; additional nights will be charged.**

*Bed & Breakfasts, apartments or hotels: Information available upon request.*

#### **PARTNERS:**

**BLI** works only with licensed partners (when necessary) when providing lodging in apartments, excursions and transportations, and reception at Airports.

## ENGLISH IMMERSION PROGRAMS - TORONTO

### PROGRAM N° 1 STANDARD GROUP COURSES – 15-25-30 HOURS PER WEEK

#### RATES

In Canadian dollars, per person

<b>BOOKS</b>	
English grammar and exercise books <b>are not included</b> in the rates. Student will be told which book to buy.	
General English.....	\$60
Business English.....	\$170

<b>PLACEMENT FEE</b>	
Home stay	\$180
Other lodging organized by BLI	\$180

<b>LODGING IN A HOME STAY</b>	
(Private bedroom, breakfast and dinner)	
All changes for lodging arrangements other than with a home stay must be authorized by <b>BLI</b> , which is not responsible for the charges involved	
<u>Duration</u>	<u>Rates</u>
1 week	\$350 per week
Extra nights	\$50 per night

<b>OTHER LODGING</b>	
UPON REQUEST	

<b>AIRPORT GREETING</b>	
One way	\$125
Round trip	\$250

## ENGLISH IMMERSION PROGRAMS - TORONTO

### PROGRAM N° 1 STANDARD GROUP COURSES – 15-25-30 HOURS PER WEEK

#### RATES:

All rates are in Canadian dollars and per person. They do not include lodging and books. There are no registration fees. Below are rates for all three types of program: 15, 25 and 30 hours per week.

In Canadian dollars, per person

<b>PROGRAM N° 1 – Group courses – ENGLISH</b> <b><u>15 hours/week</u></b> No registration fees <b><u>RATES WITHOUT LODGING AND BOOKS</u></b>			
<b>WEEKS</b>	<b>GROSS RATE</b>	<b>COMMISSION 15%</b>	<b>NET RATE</b>
2 weeks	\$500	\$75	\$425
4 weeks	\$1000	\$150	\$850
8 weeks	\$2000	\$300	\$1700
12 weeks	\$3000	\$450	\$2550
16 weeks	\$4000	\$600	\$3400
20 weeks	\$5000	\$750	\$4250
24 weeks	\$6000	\$900	\$5100

In Canadian dollars, per person

<b>PROGRAM N° 1 – Group courses – ENGLISH</b>			
<b><u>25 hours/week</u></b>			
<b>WEEKS</b>	<b>GROSS RATE</b>	<b>COMMISSION 15%</b>	<b>NET RATE</b>
2 weeks	\$750	\$112.50	\$637.50
4 weeks	\$1500	\$225	\$1275
8 weeks	\$3000	\$450	\$2550
12 weeks	\$4500	\$675	\$3825
16 weeks	\$6000	\$900	\$5100
20 weeks	\$7500	\$1125	\$6375
24 weeks	\$9000	\$1350	\$7650
<b>PROGRAM N° 1 – Group courses – ENGLISH</b>			
<b><u>30 hours/week</u></b>			
<b>WEEKS</b>	<b>GROSS RATE</b>	<b>COMMISSION 15%</b>	<b>NET RATE</b>
2 weeks	\$900	\$135	\$765
4 weeks	\$1800	\$270	\$1530
8 weeks	\$3600	\$540	\$3060
12 weeks	\$5400	\$810	\$4590
16 weeks	\$7200	\$1080	\$6120
20 weeks	\$9000	\$1350	\$7650
24 weeks	\$10800	\$1620	\$9180

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## ENGLISH IMMERSION PROGRAMS - TORONTO

### PROGRAM N° 2 – PRIVATE, SEMI-PRIVATE AND PRE-ORGANIZED GROUPS BUSINESS, PROFESSIONAL AND GENERAL ENGLISH

#### DEFINITION:

This is a course that could be completely adapted to specific needs (vocabulary, work situations, etc.). In this case, we would ask the participants to fill out a questionnaire. Please note that both oral communication and written courses are available. In order to obtain the best results, we recommend having at least a low intermediate level as a starting point.

#### DATES:

All year round, on the dates of your choice. Courses usually start on Monday, but different types of arrangements can also be made. BLI is open all year long. Thus our clients can benefit from our great flexibility. Private hours are not lost due to holidays.

#### SIZE OF CLASSES

**Program n° 2a:** Private: one participant.

**Program n° 2b:** Semi-private: two participants from the same company and at the same level of English.

**Program n° 2c:** Group course: Groups are pre-formed by the client. Generally from 3 to 6 participants. Participants must be at the same level and working for the same organisation or in the same field in order to make course adaptation possible. Same time frame for all participants. Placement tests are given by BLI to ensure that participants are at the same level.

#### SESSIONS:

**Private & semi-private courses:** 30 to 60 hour sessions, 5 or 6 days a week.

**Pre-formed group courses:** 20 to 60 hour sessions, 5 or 6 days a week.

#### MINIMUM STAY:

Normally 1 week. The "*Business trip preparation program*" can be shorter.

#### LINGUISTIC AND SOCIO-CULTURAL ACTIVITIES:

When requested, BLI organizes visits to Montreal businesses through the Chamber of commerce. Meetings with a participant's local counterparts are also possible. For these and other activities we must be given notice to allow us sufficient planning time.

#### LODGING:

BLI can, upon request, take care of lodging. Many possibilities are available, including host families, university residences, Bed & Breakfasts, hotels and apartments.

## BUSINESS ENGLISH PROGRAMS - TORONTO

### PROGRAM N° 2 – PRIVATE, SEMI-PRIVATE AND PRE-ORGANIZED GROUPS BUSINESS, PROFESSIONAL AND GENERAL ENGLISH

#### RATES

In Canadian dollars, per person

Private tutoring, small pre-formed groups and special programs  
Preparation for exams (TOEFL, TOEIC)  
*No registration fees*

#### RATES WITHOUT LODGING AND BOOKS

#### Program n° 2a – Private classes

<u>Hours/week</u>	<u>Rate</u>	<u>Commission (15%)</u>	<u>Net</u>
1 hour	\$66	\$10	\$56
5 hours	\$330	\$49	\$281
10 hours	\$660	\$99	\$561
20 hours	\$1320	\$198	\$1122
30 hours	\$1980	\$297	\$1683
40 hours	\$2640	\$396	\$2244
50 hours	\$3300	\$495	\$2805
60 hours	\$3960	\$594	\$3366

#### Program n° 2b – Semi-private classes

<u>Hours/week</u>	<u>Rate</u>	<u>Commission (15%)</u>	<u>Net</u>
20 hours	\$1700/group	\$255/group	\$1445/group
40 hours	\$3400/group	\$510/group	\$2890/group
60 hours	\$5100/group	\$765/group	\$4335/group

#### Program n° 2c – Per group of 3 to 6 people

<u>Hours/week</u>	<u>Rate</u>	<u>Commission (15%)</u>	<u>Net</u>
20 hours	\$2300/group	\$345/group	\$1955/group
40 hours	\$4600/group	\$690/group	\$3910/group
60 hours	\$6900/group	\$1035/group	\$5865/group

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## **ENGLISH IMMERSION PROGRAMS - TORONTO**

### **PROGRAM N°1+2A COMBINED** **GROUP COURSE + PRIVATE CLASSES**

#### **DEFINITION:**

In this program the student has 15, 25 or 30 hours per week in a group and, in addition, a certain number of hours (determined by the student) in a private course. This is especially good for foreign students or corporate clients who are required to take language examinations such as TOEFL, TOEIC, Cambridge, or wish to enter into any institutes of higher learning.

#### **ADVANTAGES:**

For a moderate price, the participant can combine the advantages of the two programs: general English with the group course plus an adaptation to his/her needs or specific difficulties with private instruction.

#### **MINIMUM AGE:**

18 years. We will accept youths aged 16 and 17 under certain conditions.

#### **GROUPS:**

Groups are formed on spot and take into consideration specific language needs.

### **TWO OF OUR MOST REQUESTED ENGLISH EXAM PREPARATION COURSES**

#### **TOEFL (Test of English as a Foreign Language)**

##### *Who takes the test?*

People who are not native speakers of English will take the TOEFL if they plan to attend an undergraduate school in the United States, Canada, the United Kingdom, or in a country where English is the language of instruction. Most schools in these countries require TOEFL scores from foreign applicants. According to TOEFL administrators, in the years 1995-1996 approximately 884 000 people registered to take the examination.

##### *What is the test used for?*

The Test Of English as a Foreign Language is used to measure your verbal skill in English, as well as your understanding of spoken English. It is used at over 2300 colleges and universities in the U.S. and Canada as an admission requirement for non-native speakers of English, and may also be used for academic placement. Often, educational institutions will also use the scores to determine eligibility for scholarships and other forms of financial aid. The TOEFL is also used as a means of evaluating English proficiency by many government agencies and licensing boards.

#### **TOEIC (Test of English for International Communication)**

##### *What is TOEIC?*

TOEIC is designed specifically to test one's ability in English as it is used in real-life situations in business and government. TOEIC differs from the traditional academic testing of English grammar rules and literature. TOEIC is a 200-item, multiple-choice test. It consists of 100 listening items, administered by audiotape, and 100 reading items. It takes about two hours to complete. TOEIC is a powerful tool. There is no passing score. Scores range from 10 (no knowledge of English) to 990 (professional proficiency). Separate sub scores from 5 to 495 are provided for listening and reading.

*What is TOEIC used for?*

- **Assessing the level of proficiency upon entry into a language-training program:** TOEIC helps determine the appropriate starting level of instruction for participants in language training.
- **Measuring progress during language training:** Progress can be assessed throughout the training period by regular TOEIC testing, provided TOEIC is taken upon entry to a language program.
- **As evidence of proficiency:** TOEIC offers students proof of their proficiency in English. TOEIC scores can be used to inform employers of an examinee's ability to work in English.

**ABOUT THE COURSE**

Preparation courses are designed to prepare you for the types of questions you can expect to see when taking the actual test. It will also improve your listening skills, and build your vocabulary. After this course you will have an accurate and complete understanding of the exam.

**RATES**

In Canadian dollars, per person

**N° 1 + 2a COMBINED PROGRAM – group course + private tutoring**

**RATES WITHOUT LODGING AND BOOKS**

Preparation for exams or special needs: For students who are preparing to take language examinations such as TOEFL, TOEIC, Cambridge. Also for students who wish to learn more specific English vocabulary for work or other purposes.

The student takes the group class of his choice (15-25-30 hours per week) plus the number of hours of his/her choice in private class.

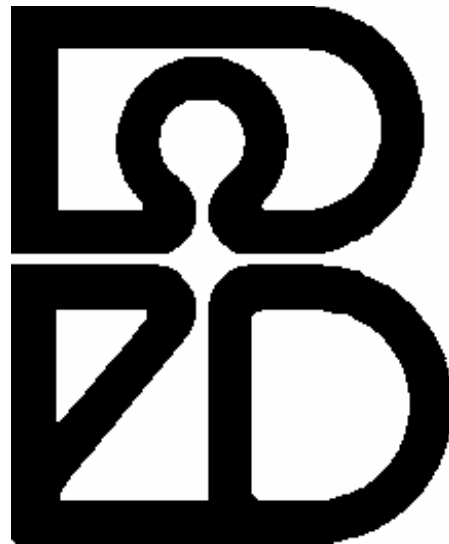
The rate will be calculated by adding the number of weeks in the group course chosen and the number of hours of private tutorial requested per week.

**EXAMPLES**

<u>Weeks</u>	<u>Rate</u>	<u>Commission</u>	<u>Net</u>
2 weeks/15h (30 hrs total) + 5 hours/week (10 hrs)	\$500 + \$660= <b>\$1160</b>	\$75 + \$99 = <b>\$174</b>	\$425 + \$561= <b>\$986</b>
4 weeks/15h (60 hrs total) + 5 hours/week (20 hrs)	\$1000 + \$1320= <b>\$2320</b>	\$150 + \$198= <b>\$348</b>	\$850 + \$1122= <b>\$1972</b>
2 weeks/15h (30 hrs total) + 10 hours/week (20 hrs)	\$500 + \$1320= <b>\$1820</b>	\$75 + \$198= <b>\$273</b>	\$425 + \$1122= <b>\$1547</b>
4 weeks/15h (60 hrs total) + 10 hours/week (40 hrs)	\$1000 + \$2640= <b>\$3640</b>	\$150 + \$396= <b>\$546</b>	\$850 + \$2244= <b>\$3094</b>

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