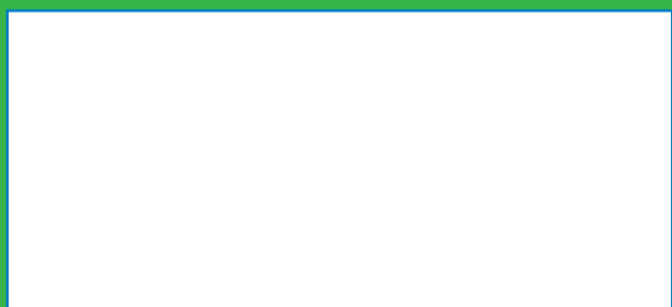





ESCOLA DE IDIOMAS &  
CURSOS NO EXTERIOR


PORTUGUESE  
PROGRAM  
BRAZIL



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# it's cool!

Escola de Idiomas & Cursos no Exterior



# Welcome to it's cool!

Founded in 1993, It's Cool has successfully taught languages and has been renowned for its courses, thus achieving a highly respectful standard of teaching as well as quality service.

## LOCATION

We are located in a privileged area called Perdizes near one of the best known avenues of São Paulo - Avenida Sumaré. You can find restaurants, coffee shops, stores and malls that are at a walking distance from It's Cool Idiomas. There are also different means of transportation nearby, providing easy access to nearly any place you want to go.



## ABOUT SÃO PAULO CITY

São Paulo is the largest and the richest city in Brazil and has become the most visited city in the country for both tourism and business affairs.

São Paulo offers its visitors a great variety of attractions. There are approximately 70 museums, more than 2000 cinemas and around 50 theatres, art galleries and cultural centers, besides an assorted night life worth to check and regarded as one of the most lively in the world.

## RESPONSIBILITY

The school is not liable for the loss of personal objects, damages, illnesses or injuries to people on the premises.

## INSURANCE

All students at It's Cool are required to have medical and personal insurance before leaving their home country, however you can also get a full insurance package from us.

## THE SCHOOL IS CLOSED ON THE FOLLOWING DATES

January 1 <sup>st</sup> (New Year)	July 9 <sup>th</sup> (Constitutional Revolution)
January 25 <sup>th</sup> (City Foundation)	September 7 <sup>th</sup> (Independence Day)
February (Carnival)	October 12 <sup>th</sup> (Brazil's Patron Saint)
March (Good Friday)	November 2 <sup>nd</sup> (All Soul's Day)
March (Easter)	November 15 <sup>th</sup> (Republic Proclamation)
April 21 <sup>st</sup> (Tiradentes – Independence Hero)	December 25 <sup>th</sup> (Christmas)
May 1 <sup>st</sup> (Labor's Day)	
June (Corpus Christi - Church Holiday)	School break: December 19 – January 2

## TESTIMONIAL



"I'm so happy that I made the choice to study at It's Cool Idiomas. I have learned so much since I first started and I enjoy coming to class everyday. The teachers and staff are very welcoming, friendly, and professional!"

Christine Wipfli, American



Sebastian from Chile. Took Portuguese classes at It's Cool for four weeks.

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## GENERAL CONDITIONS

### ENROLMENT

All payments must be received at least 4 weeks prior to the starting date.  
The student fills in the enrolment form and sends it to the school.

### MINIMUM AGE

The student has to be 16 years or older to be accepted in the program.

### HOW TO PAY

International money order  
Bank transfer

### PAYMENT DETAILS / BANK ACCOUNT

Bank: Bradesco (Banco Brasileiro de Descontos S/A # 237)  
Branch #: 2716 - 2  
Account #: 0139-2  
Swift: bbdebrspso  
Account name: It's Cool – Escola de Idiomas & Cursos no Exterior  
Bank address: Avenida Sumaré, 1334 • São Paulo , SP • Brazil • CEP: 05016-010

### CANCELLATION

Before beginning of course  
Cancellation must be communicated in writing ( fax or e-mail )

If the cancellation is made:

- 21 days before the beginning of the course a \$200 cancellation fee will be charged. All the other costs and tuition fees regarding course and housing will be refunded.
- Between 21 and 15 days before the beginning of the course, 20% of the costs and tuition fees will be forfeited.
- Less than 15 days before the beginning of the course, the whole amount will be forfeited.

After beginning of course

- If cancellation is made after the course has started, the full tuition fee is forfeited. However, in case of enrolments longer than three months the Director will evaluate the possibility of allowing credit for part of the tuition fee.
- If the student decides not to attend classes or to shorten the course, he / she is not entitled to any refund.
- Housing and tuition fees are not transferable from person to person.

### GEOGRAPHIC AND ECONOMIC DATA

CITY: São Paulo	6 hours ahead of Los Angeles time, 3 hour ahead of New York)
MAINLAND: South America	
COUNTRY: Brazil	CLIMATE: Temperate
REGION: Southeast	SUMMER (DECEMBER TO MARCH): 30 – 35°C / 84°F – 95° F
STATE: São Paulo	WINTER (JUNE TO SEPTEMBER): 5 – 20°C / 42°F – 68°F
AREA: 1 493 Km <sup>2</sup>	OFFICIAL LANGUAGE: Portuguese
TIME ZONE: GMT – 3 (from April – October – 4 hours ahead of Los Angeles time, 1 hour ahead of New York) (from November – February –	CURRENCY: Real (R\$)

### FACILITIES AND STAFF

It's Cool has modern learning facilities and qualified, experienced and motivated staff. This, combined with the most modern teaching materials and methods, enable our students to get the maximum benefit from their Portuguese Program.

### IT'S COOL TEACHERS

Portuguese Language Program teachers are all highly qualified, professionally trained instructors who can bring out the best of their students. Many instructors have specific expertise in the areas of academic Portuguese or other areas important to an innovative quality curriculum.

### COMPUTER LABORATORIES

Computer-assisted instruction is an important part of our Programs. In our multimedia lab students will be able to enlarge their knowledge in Portuguese.

Internet access available - wireless



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## CERTIFICATE OF COMPLETION

Students who are in good academic standing and have successfully completed a program of study are awarded certificates.

## CARE AND EXTRA SERVICES

We look after our students from the time they arrive to the time they depart and transfers to and from the respective airports are arranged by our school.

All students at It's Cool are required to have medical insurance. We advise students to purchase medical insurance before leaving their home country, however you can also get a full insurance package from us, covering doctors fees, emergency dental care and medical expenses in case of accidents.

## ORIENTATION

On the first day of your course, you will receive a comprehensive orientation to your program of study and to student life, including:

- ◆ A group orientation to the program and classes
- ◆ Information about São Paulo
- ◆ Safety tips and insurance information

## GETTING TO IT'S COOL

Traveling to São Paulo is easy.

You can fly into the São Paulo International Airport (GRU) located about 30 minutes from It's Cool.

São Paulo International airport offers shuttle buses to downtown where you can take a bus, taxi or subway to It's Cool.

We also provide airport transfers from Cumbica airport where our representatives will meet our students as they reach the arrival area, holding a sign that reads "It's Cool".



# PRICE LIST

## COURSE

ENROLMENT FEE:

### Intensive 20 (20 classes a week)

Course Length US\$

Two weeks

(add weeks)

### Super- Intensive 30 (30 classes a week)

Course Length US\$

Two weeks

(add weeks)

\* Refer to our website at: [http://www.itscoolidiomas.com.br/study\\_portuguese/price\\_list.htm](http://www.itscoolidiomas.com.br/study_portuguese/price_list.htm)

## Business Portuguese Program (BPP)

Super-Intensive 1 week (US\$) 2 weeks (US\$) 3 weeks (US\$) 4 weeks (US\$)

30 classes/week

Intensive 20 Super-intensive 30-Intensive 30 Plus and Business Plus add US\$ 40 for each individual class.

## One - to - one

Classes / Week US\$

20

30

40

## ACCOMMODATION

### Homestay accommodation per week US\$

Single room, bed + breakfast

Single room, half board

Youth Hostel Prices available upon request

Hotel (2-5 stars) Prices available upon request

Residence Hotel Prices available upon request

US\$

Airport transfer one way

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## RECREATION AND SOCIAL EVENTS

Nearby attractions and student travel

It's Cool, through tourism agencies, organizes day and weekend trips. Ecological trips are offered, too. Information is also available for students who would like to travel independently. We can arrange for sightseeing tours in São Paulo as well.



## SHORT TRIPS

With privileged location, São Paulo is situated in a short distance from many cities.

There are paradisiac beaches, mountains, ecological reserves, among other attractive places. The coastline is 80Km far from the Capital and has 350Km of seashore. Santos, Guarujá and Peruibe are the highlights of the southern seaside. The trip around the north coast can include the cities of Caraguatatuba, Ubatuba, Ilha Bela and São Sebastião, all of them of unequal prettiness.



For those who prefer the highlands, Atibaia, 52Km far, can not be missed. The town is sought for its natural platforms for Delta wings, paragliding jumps and for its delicious fruits of the season, strawberries, particularly.

Campos do Jordão, and many alpine town with lots of clean fresh air and many shopping choices, attracts countless visitors in the coldest days of the season. The city lodges the "Winter Festival", one of the most important events of classical music in the country.

At approximately 140 Km from São Paulo there are spas with very good hotel services.



# PORTUGUESE PROGRAM

Our Portuguese program focuses on communication and it is designed to allow the students to express their personal experience, knowledge and opinions from their very earliest exposure to Portuguese.

All the cultural points, formal, informal and the colloquial writing and speaking are consistently presented as to give students a real approach to the language.

## LANGUAGE LEVELS

<b>BEGINNER</b>	You know a few words but cannot understand the foreign language.
<b>ELEMENTARY</b>	You have a basic knowledge of the language and can understand and speak in some simple everyday situations.
<b>LOWER INTERMEDIATE</b>	You can understand and speak fairly well in most everyday situations, but make many mistakes and your vocabulary range is still limited.
<b>INTERMEDIATE</b>	You know the language well enough to communicate successfully in everyday situations. Still make some mistakes, though.
<b>UPPER INTERMEDIATE</b>	You can speak the language confidently in most situations and have a wide range of vocabulary. You do, however, make occasional mistakes.
<b>ADVANCED</b>	You are a confident and fluent speaker. You have a wide range of vocabulary and usually communicate accurately in both formal and informal situations.
<b>PROFICIENT</b>	You can speak the foreign language fluently and accurately.

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## COURSES

Each class: 50 minutes

### GENERAL PORTUGUESE 15 (15 CLASSES A WEEK)

Class time: from 8:30 (AM) – 11:15 (PM)  
Class size: min.: 4 students max.: 8 students  
Course length: 2 – 48 weeks  
Levels: Beginner to Proficient

### INTENSIVE 20 (20 CLASSES A WEEK)

Class time: from 9:30 (AM) – 12:10 (PM)  
Class size: min.: 4 students max.: 8 students  
Course length: 2 – 48 weeks  
Levels: Beginner to Proficient

### SUPER – INTENSIVE 30 (30 CLASSES A WEEK)

Class time: from 8:30 (AM) – 12:10 (PM) / 2:00 (PM) – 3:40 (PM)  
Class size: min.: 4 students max.: 8 students  
Course length: 2 – 48 weeks  
Levels: Beginner to Proficient

### INTENSIVE 20 PLUS OR SUPER-INTENSIVE 30 PLUS.

Students combine either the Intensive 20 or Super-Intensive 30 course with individual lessons. The individual lessons are specially designed for the requirements and needs of the student.  
Class time: see Intensive 20 / Super-intensive 30 + desired number of private classes  
Class size: min.: 4 students max.: 8 students  
Course length: 2 – 48 weeks  
Levels: Beginner to Proficient

### ONE-TO-ONE

20 classes a week Class time: 8:30 (AM) – 12:10 (PM)  
30 classes a week Class time: 8:30 (AM) – 12:10 (PM) / 2:00 (PM) – 3:40 (PM)  
40 classes a week Class time: 8:30 (AM) – 12:10 (PM) / 2:00 (PM) – 5:40 (PM)  
Course length: 2 – 48 weeks  
Levels: Beginner to Proficient

### BUSINESS PORTUGUESE PROGRAM (BPP)

The Business Portuguese Program is an intensive program designed for professionals and students who want to:

- improve their ability to communicate in Portuguese in the world of international business.
- compare U.S. business practices and customs to those in Brazil.

### BUSINESS SUPER-INTENSIVE 30 PLUS

Students combine the Business Super-Intensive 30 course with individual lessons.

Class time: 8:30 (AM) – 1 (PM) / 12:10 (PM) – 2:00 (PM) – 3:40 (PM) + desired number of private classes.

### ONE – TO – ONE

20 classes a week class time: 8:30 (AM) – 1:00 (PM)  
30 classes a week class time: 8:30 (AM) – 1:00 (PM) / 2:30 (PM) – 4:30 (PM)  
40 classes a week class time: 8:30 (AM) – 1:00 (PM) / 2:30 (PM) – 6:30 (PM)  
Course length: 2 – 8 weeks  
Required Proficiency: Intermediate to Proficient

\* Starting dates for all courses: Every Monday.

### ACCOMMODATION

**HOMESTAY** accommodation provides you with a private, furnished room in a Brazilian home. You may choose homestay with or without meals. This arrangement is excellent for all ages and will provide you with the experience of living in a Brazilian home.

You will probably spend a lot of time with your host family and make many friends as well.

**YOUTH HOSTEL\*** is a good choice for those looking for a budget accommodation in a place where you can get to know many different people in a more relaxed and international atmosphere.

**HOTEL** can be arranged and the school will be glad to provide you with different options to choose from in hotels ranging from 2 to 5 stars.

**RESIDENCE HOTEL** combines the privacy of your own place and the service of a hotel at a reasonable price.

\* Member of the Hostelling International



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