

LAURIER ENGLISH AND ACADEMIC FOUNDATION (LEAF)

LEAF *Business English Program*



LAURIER 
Inspiring Lives.



Wilfrid Laurier University has been known for academic excellence for more than 104 years. With four locations and more than 19,000 students, Laurier could be considered a large university in Canada. But you'd never know it. The minute you step foot on one of our campuses, you'll feel our close-knit community—your family away from home.

Think *possibilities.*

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Program Overview

The LEAF Business English Program

LAURIER ENGLISH & ACADEMIC FOUNDATION (LEAF)

This is a dynamic program specially designed for international students who have an interest in business. Students will improve their English-language skills through the study of contemporary business topics at the local, national and international level.

You'll study at Laurier for four weeks to improve your English-language skills while focusing on business through:

1. Visits to international companies such as Google and Toyota.
2. Networking opportunities with Canadian business leaders, entrepreneurs and professors.
3. Meeting and learning with other business students from around the world.

At the end of the four-week session, you will apply the skills you have learned to complete a capstone project, in which students will complete a case study to pitch a new idea, product, or service to a panel of judges, who will include their instructors, business professors, and local entrepreneurs.

ABOUT YOUR CLASSES

Classes are led by our experienced and knowledgeable professors from the Lazaridis School of Business and Economics and the LEAF Program's English language instructors. Each four-week session offers 120 hours of programming, which includes:

- 70 in-class hours of instruction
- 30 hours of collaborative interactions
- 20 hours of Business Engagement programming.

Our teaching emphasis is on using a multi-skills approach to help you thrive in an international business context. All classes include dynamic participation, group work and collaboration, team-building activities, and critical thinking exercises. We also set aside time for you to receive personalized help and feedback from our instructors, so you can hone the skills you need to improve on your own.

SKILL DEVELOPMENT

- Communication
- Networking
- Making presentations
- Interviewing
- Etiquette
- International trade
- Informal and formal writing
- Leadership
- Business ethics
- Marketing
- Negotiating
- Conducting and participating in meetings



Sample Class Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday
9:00-10:00	North American Business Culture	Reading & Writing for Business	North American Business Culture	Business Presentation & Speaking Skills	Business Engagement Company Visits (eg. Google, Toyota, Labatt) Cultural Exchange Guest Lecturers
10:00-11:30	North American Business Culture	Business Presentation & Speaking Skills	Business in the News	Reading & Writing for Business	
11:30-12:15	Free				
12:15-1:00	Project and Collaboration Time	One-on-One Meetings with Instructors	Project and Collaboration Time	One-on-One Meetings with Instructors	
1:00-2:30	Business Presentation & Speaking Skills	Project and Collaboration Time	Business Presentation & Speaking Skills	Digital Skills	
2:30-4:00	Reading & Writing for Business	Optional: Networking	Reading & Writing for Business	Project and Collaboration Time	

*Sample schedule subject to change



Course *Descriptions*

NORTH AMERICAN BUSINESS CULTURE

Time: 4.5 hours/week (18 hours)

This course provides students with a basic introduction to what it means to do business in North America. Class discussions and the major course assignment explore the strategies and business practices of prominent North American companies. The course includes a combination of lectures, class discussions and student presentations. Student resources include assigned readings, field research and Canadian business periodicals and newspapers. Evaluation is based on preparation and contribution to class discussions and team assignments.

DIGITAL SKILLS

Time: 1.5 hours/week over 4 weeks (6 hours)

This course focuses on the computers and personal devices crucial in international business today. Students build skills around English-language operating systems, social media, useful smart phone applications, and electronic communications etiquette and functionality. In addition, students gain an understanding of the online tools available to continue their study of Business English.

READING AND WRITING FOR BUSINESS

Time: 5.5 hours /week over 4 weeks (24 hours)

This course provides students with a chance to read and discuss contemporary business topics at the local, national, and international level. They develop their reading skills and learn important business vocabulary and idioms. The course focus is on everyday business writing, including e-mail and report writing. Besides planning and composing e-mail, students are introduced to written business reports and reflective journals to improve their learning.

BUSINESS IN THE NEWS

Time 1.5 hours/week over 4 weeks (6 hours)

This course is centred around a class blog that students will create through their review and commentary on current North American business news issues relating to the North American business material being covered on a weekly basis. To enhance outside class learning and engagement with North American Business, students are expected to contribute and comment in a private Class Blog on Tumblr.

BUSINESS PRESENTATION & SPEAKING SKILLS

Time: 5.5 hours/week over 4 weeks (24 hours)

This course provides students with a chance to listen to and watch authentic business news reports and lectures to help develop their listening skills. Students are also able to participate in both formal and informal business social situations. At the end of the course students “make a pitch” for a new or improved product or service. They will incorporate different presentation and business skills acquired during the course.

NEW FOR 2016 – OPTIONAL 4-DAY TRIP

INTERNATIONAL BUSINESS NEGOTIATION SEMINAR

Join Harvard University professor Jim Fitchett on Harvard’s campus in Cambridge, Massachusetts, for a special International Business Negotiation seminar. Using cases developed by Harvard’s Negotiation program, as well as a combination of simulation, readings and discussions; LEAF Business English students will develop effective approaches to conducting business and reaching agreement in international business negotiations.

COURSE DESCRIPTION

Globalization equals opportunity. Companies are expanding into international markets for growth and profitability. Developed and developing countries offer tremendous business potential. However, international business is complex. Every country has unique political, economic, legal, social and cultural systems. Business practices can vary dramatically.

This program will use a combination of simulation, readings and discussions to develop effective approaches to conducting business and reaching agreement in international business negotiation. Students will be introduced to cross-cultural communication styles, national business expectations, and political interests that may diverge from the familiar and can often impede cross-border agreements.

Contact leaf@wlu.ca for costs.



Optional *Activities*

Apart from classes and site visits, we want to give you a chance to see some of the famous and beautiful sights around Brantford and to have fun! You can choose to participate in our optional activities package you're sure to enjoy.

OVERNIGHT TRIP TO TORONTO

- Experience a tour of the city of Toronto, complete with visits to the CN tower, City Hall, Provincial Parliament Building
- Lunch and dinner are included
- Shopping destinations

BRANTFORD RIB-FEST

- Explore the afternoon food festival and outdoor concert
- Lunch is included

GROUP DINNER IN BRANTFORD

- At Boston Pizza or OLG Casino Brantford
- Dinner is included

TRIP TO NIAGARA FALLS

- Niagara Falls one day tour where you will visit Niagara-on-the-lake, tour an ice wine farm, and travel behind the falls on a boat
- Lunch and dinner are included

SYMPHONY UNDER THE STARS

Brantford

- Tour Alexander Graham Bell House
- Enjoy a Brantford Symphony Orchestra performance

Brantford *Campus*

Since 1999, the Brantford campus has transformed the downtown core of the city of Brantford into what is now a thriving student community. The campus is home to over 3,000 students and is one of the fastest growing university campuses in Ontario, offering students programs from faculties in Human and Social Sciences, Liberal Arts, Social Work, and the School of Business and Economics. It's close to shops, cafes, restaurants, great walking and biking trails, and a diverse arts and entertainment scene.

BRANTFORD'S THRIVING BUSINESS COMMUNITY

Due to its central and easily accessible location within Southern Ontario, as well as competitive operating costs, Brantford has become a destination for corporations to set-up shop. Large corporations, such as SC Johnson and Son Ltd., P&G, Maple Leaf Consumer Foods, Pillers Fine Foods, Atlas Hydraulics and Ferrero Canada/Hersheys, use Brantford as a hub for the rest of Ontario. Brantford's clean-tech industry has quickly grown over the past three years and is working towards a greener tomorrow.



EXPLORE *Brantford*

RECREATION

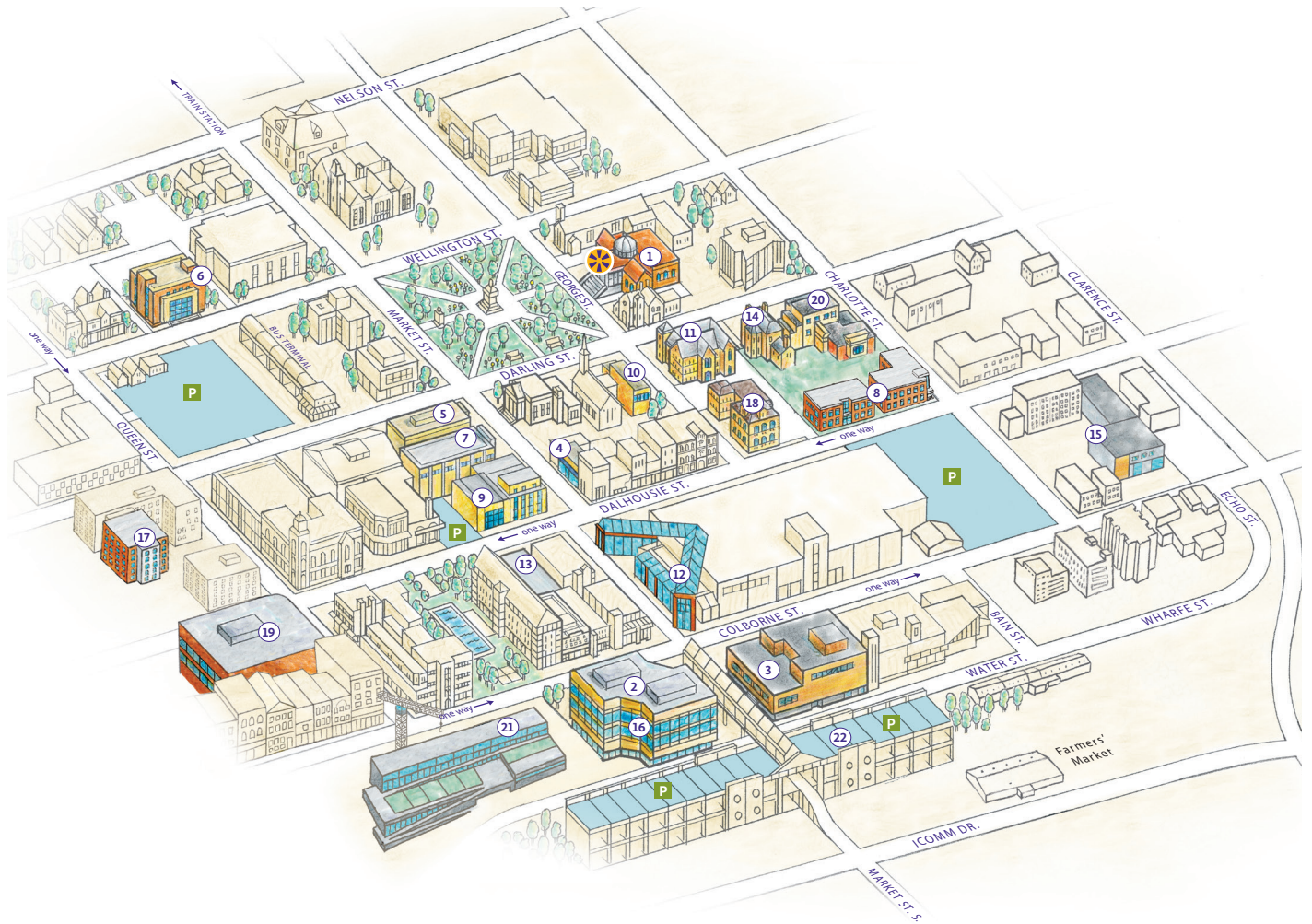
- > Wayne Gretzky Sports Centre
- > Earl Haig Family Fun Park
- > Grand River (fishing, kayaking & canoeing)
- > Harmony Square (skating rink & splash pad)

ENTERTAINMENT

- > Galaxy Cinemas
- > Brant Museum
- > Sanderson Centre for the Performing Arts
- > Lynden Park Mall
- > Twin Valley Zoo

FESTIVALS

- > Brantford Film Festival
- > What The Fest (WTFest) Music Festival
- > Brantford International Jazz Festival
- > International Villages Festival



ACADEMIC/SUPPORT BUILDINGS

- 1 Carnegie Building
- 2 Grand River Hall
- 3 Library
- 4 Market Place
- 5 Nipissing Building
- 6 Nipissing Education Centre
- 7 Odeon Building
- 8 Research and Academic Centre
- 9 SC Johnson Building
- 10 St. Andrew's
- 11 Student Centre
- 12 Williams Fresh Café
- 13 97 Dalhousie Street
- 14 Aboriginal Student Centre
- 15 Dalhousie Centre
- 16 Service Laurier

RESIDENCE BUILDINGS

- 2 Grand River Hall Residence 4min
- 17 Lucy Marco Place Residence 5min
- 18 Post House Residence 1min
- 19 Expositor Place Residence 5min

ATHLETICS

- 20 Wilkes House Gym
- 21 Future Site of the Laurier/YMCA facility

PARKING

- 22 Market Centre Parkade

P PUBLIC PARKING

Walking times are listed from the Research and Academic Centre, #8 on map

WELCOME CENTRE/
CAMPUS TOURS



Our **Brantford campus** is rooted in the downtown core, offering students a unique campus life experience. Brantford is approximately a one-hour drive along the QEW and Hwy. 403 from Toronto and the Niagara region. The city has a population of over 97,000, and has a small town feel with big city amenities. Proud to be the hometown of hockey's "Great One," Wayne Gretzky, Brantford is a city where sporting events and recreational activities are an integral part of community life.



Living Accommodations

While studying at Laurier, accommodation is available to you in our Expositor Place Residence at a cost of \$200 CAD per week. It is the newest addition to the Laurier Brantford residence community, which houses 216 students on five floors in apartment-style suites ranging in size from 3-7 students. In addition to the residence facilities, Expositor Place also contains several student lounges, meeting rooms, underground parking and retail space. Laundry facilities are located in the basement of the building.

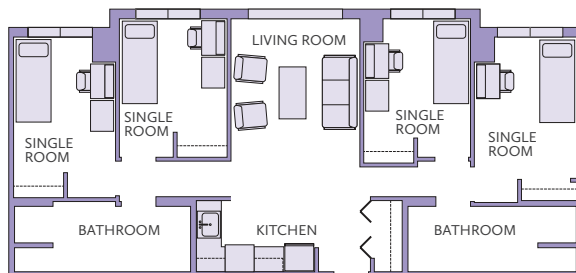
What's included in your apartment?

- Bed frame and mattress
- Desk and chair
- Bookshelves
- Closet and shelves
- Wastebasket and recycling bins
- Dining room table and chairs
- Living room sofa, chairs, coffee table, end tables and lamps
- Fridge and stove

MAINTAINING YOUR SPACE

Residence custodial staff cleans the hallways and provides general maintenance, but you are responsible for cleaning your bedroom, living room, kitchen and bathrooms. Cleaning amenities such as a mop, bucket, broom and dustpan are provided for each suite, and each building has shared vacuums you can borrow when needed. In addition to the standard television cable outlet available in each suite, free wireless high-speed Internet access is available in both the bedrooms and common areas.

Sample Four-Bedroom Apartment-Style Residence



* Floor plans are representative. Room layouts are estimates. Actual sizes and configurations will vary. They are intended to provide you with a better understanding of what a room of each type may look like.

MEALS AND DINING OPTIONS

During your stay in Expositor Place Residence, you will have access to a full kitchen in your apartment to cook all of your favourite meals. You can buy groceries at FreshCo, a local grocery store, just a short five-minute walk from campus, or at the Brantford Farmers' Market on Fridays and Saturdays.

If you don't feel like cooking, there are plenty of food options in downtown Brantford...

- **Looking to try a Canadian classic?**
Try poutine from Lonnies.
- **Want to grab a coffee on your way to class?**
Your options are Tim Hortons, Williams Fresh Café and Coffee Culture Café & Eatery.
- **For burgers and fries,** try out Piston Broke, The Works Gourmet Burger Bistro, or the Hawk & Bell.
- **For Chinese and Japanese food,** try Jumbo Dragon, Sushi on Colborne, and local favourite, Oriental Restaurant.
- **More of a sandwich or wrap person?**
Warmington's Bistro and the Pantry Café have plenty of options to choose from.
- **For some of the best pizza in town,** try Boston Pizza or Little Caesars.
- We also have **fast food favourites** like Wendy's, Subway and KFC.

...And they are all within a five-minute walk from campus!



TUITION

Tuition is competitively priced at \$1,800 for a 4-week session. A \$100 application fee is additional.

COSTS FOUR WEEK SESSION

Early Bird Fee (Paid 2 months prior to start)	\$1,799
Program Fee	\$1,899
Accommodation (per week)	\$200
Optional Activities	TBD
Total	\$2,699 (Early Bird) \$2,799

HOW TO APPLY

You can apply to this program by completing the application form on the next page and then scanning and emailing the form to leaf@wlu.ca.

DEADLINE TO APPLY

The application deadline is June 1, 2016.

LEAF Summer Business English Program Application Form

Please print

Name _____
 Family name _____ Given Names _____ Birth Date (YYYY/MM/DD) _____

Mailing Address _____

City _____ Province _____ Postal Code _____

Telephone _____ E-mail _____ WLU ID# (if applicable) _____

Current Occupation Student _____
 Institution Name _____ Program of Study _____

Professional _____
 Job Title _____ Reason for interest in LEAF _____

Course Name: LEAF Summer Business English Program
Most Recent Standardized English Test Score (IELTS or TOEFL-iBT): _____

Applicable Term Start Date:

April 27, 2015 <input type="checkbox"/> 4 weeks <input type="checkbox"/> 8 weeks	May 25, 2014 <input type="checkbox"/> 4 weeks	June 29, 2015 <input type="checkbox"/> 4 weeks <input type="checkbox"/> 8 weeks	July 27, 2015 <input type="checkbox"/> 4 weeks
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Residence:

Please check the box if you want to live in Laurier student residence. Fees are approximately CAD\$200/week. Email leaf@wlu.ca for more information.

Method of Application:

1. Mail application form:
 LEAF Program, Laurier Brantford, 73 George Street, Brantford ON, N3T 2Y3, Canada
2. Scan and email registration form to leaf@wlu.ca

When there is sufficient enrolment in the course, you will receive confirmation of your registration and any other information you require. Please call 519-756-8228 ext. 5531 or email leaf@wlu.ca if you require additional information.

For Our Information:

How did you learn about the Laurier English and Academic Foundation Program? _____

This information is collected under the authority of the Wilfrid Laurier University Act to administer the university-student relationship. This includes but is not limited to maintaining your academic and ancillary records, contacting you, and others on your behalf, and releasing such information as is appropriate for the operation of the university. Please visit our Privacy Co-ordinator's web-page www.wlu.ca (under "Resources") for more examples of potential uses of your personal information. Questions may be directed to the co-ordinator at privacy@wlu.ca or 519-884-0710 ext. 3637.

wlu.ca/LEAF

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