
LANGUAGE CENTRE

WHO WE ARE:

Language Centre Director (decision making, problem solving, supervision of employees, evaluation of employees)

Director of Studies (course management, hiring teachers, methodology, course development)

Senior Administrative Officer (day-to-day administration, support of the teachers, contracts, salaries)

Financial Manager (budget planning, benefit packages, sponsorships, fundraising)

Marketing Manager (PR, advertisement campaigns, social networks communication)

1. The Staff and responsibilities
2. Location and premises
3. Languages, methodology, facilities
4. Price politics
5. Marketing strategy
6. What makes us special
7. Teacher requirements

Teacher's Notes

Age: 16+

Level: intermediate/upper intermediate

Time: 45-60 minutes

1. Put the students into group of 5. If not possible, remove the Senior Administrative Officer.
2. Explain, that they are a group of friends who want to start a business together- A Language Centre. Explain that they will have choose their position in the company and then plan the whole business(Location and premises, languages, methodology, facilities, price politics, marketing strategy, teacher requirements, what makes their company special).
3. Stronger class usually do not need further assistance, weaker classes might need help. Let them use dictionaries, mobile phones, internet. Explain any concepts they do not understand.
4. There are 5 positions and they should choose a position that suits them the best. If more students are interested in the same position, let them present arguments why they should hold the position and make a final decision. Make sure they understand the responsibilities of each position.
5. Explain that they will have to report on their decisions and plans at the end of the lesson. Each student should report according their position at the company.
6. After that, let them discuss and plan the Language Centre. Circle, monitor and help if needed.
7. Make sure they have enough time to report at the end of the lesson. It should take min. 5 minutes per group.
8. If you have larger classes split this activity into 2 lessons.
Group work and preparation: 1st lesson, Reporting: 2nd lesson.