

WILFRID LAURIER UNIVERSITY

Laurier English And Academic Foundation (LEAF)

# LEAF Business English Program



[wlu.ca/leaf-business-english](http://wlu.ca/leaf-business-english)

**LAURIER**   
*Inspiring Lives.*





**WILFRID LAURIER UNIVERSITY** has been known for academic excellence for more than 105 years. With four locations and more than 19,000 students, Laurier could be considered a large university in Canada, but you would never know it. The minute you step foot on one of our campuses, you will be part of our tight-knit and supportive community that looks to provide you with a home away from home.

# Think possibilities

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**LAURIER ENGLISH & ACADEMIC FOUNDATION (LEAF)** program is an academic English program for future Laurier students. The LEAF program also helps orient you to life in Canada and the academic culture of Laurier. Offered at our Brantford campus, LEAF students enjoy our small and friendly campus which is integrated into the downtown core of Brantford, Ontario. Our Brantford campus is located less than 60 km away from Waterloo and 100 km from Toronto.

Our LEAF instructors are highly qualified English as a Second Language (ESL) instructors with experience teaching around the world and throughout Canada. Our courses focus on English and are designed to prepare you for successful undergraduate studies. Features of our curriculum include: essay writing, listening to lectures, reading academic texts and learning university vocabulary.

**LAZARIDIS SCHOOL OF BUSINESS & ECONOMICS** is an innovative leader in immersive learning and leading-edge research. From their very first day on campus, students work in teams to tackle real-world challenges and learn to think critically to solve issues. Laurier students are well-prepared to adapt successfully to a global world of ever-growing complexity.

Mike Lazaridis is known internationally for creating the groundbreaking BlackBerry smartphone, building BlackBerry into an \$18-billion global business, and reshaping the global mobile communications industry. He is currently a founding partner in Quantum Valley Investments, a Waterloo-based fund that focuses on the commercialization of breakthrough technologies in quantum information science, which seeks to support Waterloo Region's growing reputation as the "Quantum Valley."





# 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. You will improve your English-language skills through the study of contemporary business topics at local, national and international levels.

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 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. You will complete a case study project in a small group to pitch a new idea, product or service to a panel of judges. These judges will include LEAF instructors, business professors and local entrepreneurs.

### ABOUT YOUR CLASSES

Classes are led by our experienced and knowledgeable professors from the Lazaridis School of Business & 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 focus on the skills you need to improve on your own.

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### 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	Management in a North American Context	Reading & Writing for Business	Management in a North American Context	Business Presentation & Speaking Skills	Business Engagement  Company Visits (eg. Toyota or Labatt)  Cultural Exchange  Guest Lecturers
10:00–11:30	Management in a North American Context	Business Presentation & Speaking Skills	Business in the News	Reading & Writing for Business	
11:30–12:15	LUNCH				
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

## MANAGEMENT IN A NORTH AMERICAN CONTEXT

Time: 4.5 hours/week (18 hours)

This course provides you 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 digital resources that are crucial in today's international business environment. You will build skills around English-language operating systems, social media, useful smart phone applications and electronic communications etiquette and functionality. In addition, you'll 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 (22 hours)

This course provides you with a chance to read and discuss contemporary business topics at the local, national and international levels. You will develop your reading skills and learn important business vocabulary and idioms. The course focus is on everyday business writing, including email and report writing. Besides planning and composing emails, you are introduced to written business reports and reflective journals to improve your learning.

## BUSINESS IN THE NEWS

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

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

## BUSINESS PRESENTATION AND SPEAKING SKILLS

Time: 5.5 hours/week over 4 weeks (22 hours)

This course provides you with a chance to listen to and watch authentic business news reports and lectures to help develop your listening skills. You will also be able to participate in both formal and informal business social situations. At the end of the course, you "make a pitch" for a new or improved product or service using your newly acquired presentation and business skills.









# 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! When applying for the LEAF Business English program, you can choose our **We Got You** package, which includes the following activities you are sure to enjoy. For more details, visit [wlu.ca/leaf-business-english](http://wlu.ca/leaf-business-english).

## TRIP TO TORONTO

- Experience a tour of the City of Toronto, complete with visits to the CN Tower, City Hall, Provincial Parliament Building and shopping destinations.

## BRANTFORD RIBFEST

- Explore the afternoon food festival and outdoor concert.

## GROUP OUTING IN BRANTFORD'S HISTORIC DOWNTOWN

- Enjoy dinner at a local Brantford restaurant.

## TRIP TO NIAGARA FALLS

- Spend the day in Niagara Falls, one of the world's most famous tourist destinations.

*\* Information listed subject to change.*



# 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 more than 2,800 students and is one of the fastest growing university campuses in Ontario, offering students programs from faculties in Human & Social Sciences, Liberal Arts, Social Work and the Lazaridis School of Business & 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, P&G, Maple Leaf Foods, Piller's 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 toward a greener tomorrow.



## EXPLORE *Brantford*

### RECREATION

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

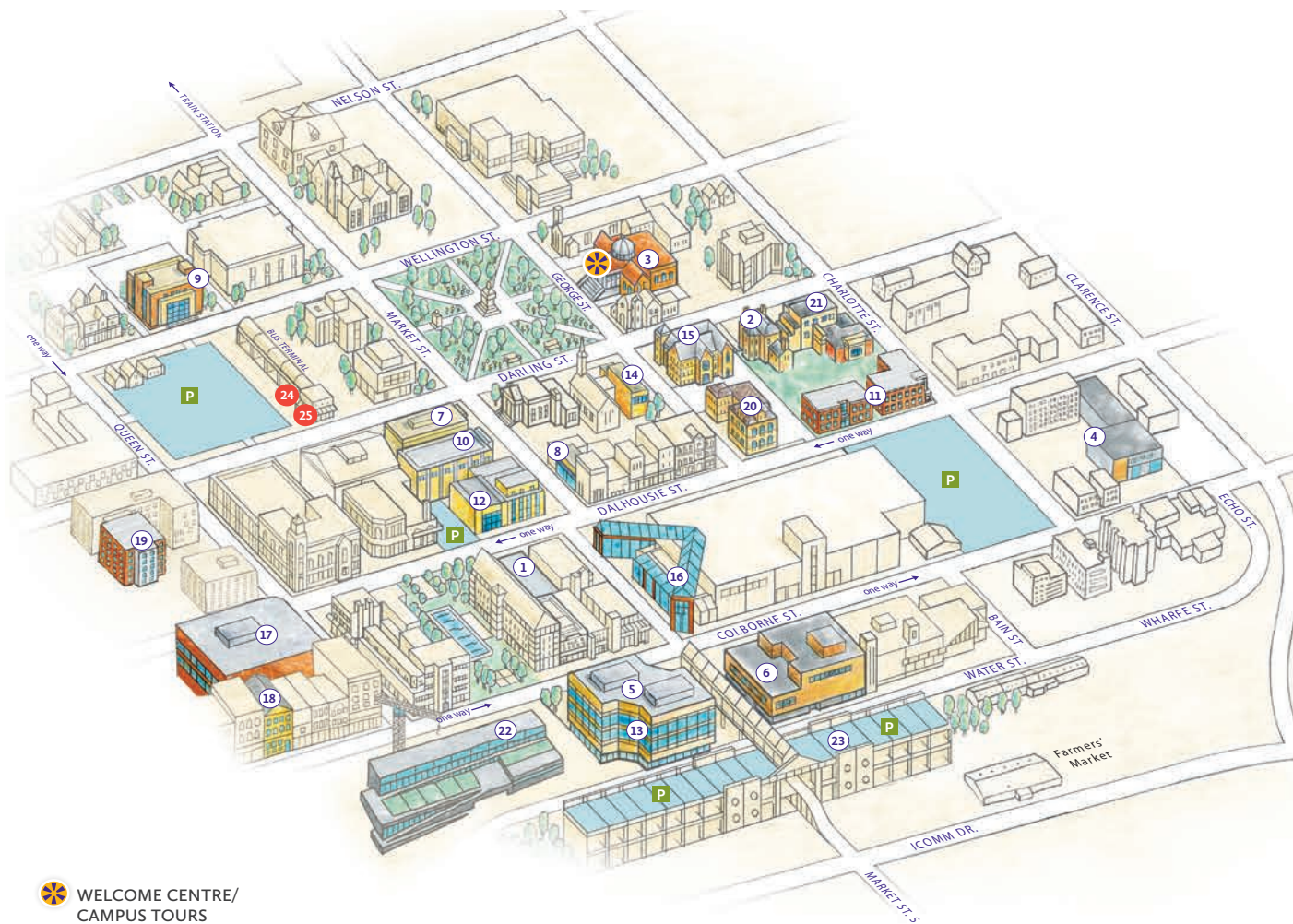
### ENTERTAINMENT


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

### FESTIVALS

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





 WELCOME CENTRE/  
CAMPUS TOURS

## ACADEMIC/SUPPORT BUILDINGS

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

## RESIDENCE BUILDINGS

- 17 Expositor Place Residence 5min
- 5 Grand River Hall Residence 4min
- 18 Lawyers Hall Residence 6min
- 19 Lucy Marco Place Residence 5min
- 20 Post House Residence 1min
- 21 Wilkes House Residence 1min

## ATHLETICS

- 21 Wilkes House Gym
- 22 Laurier Brantford YMCA

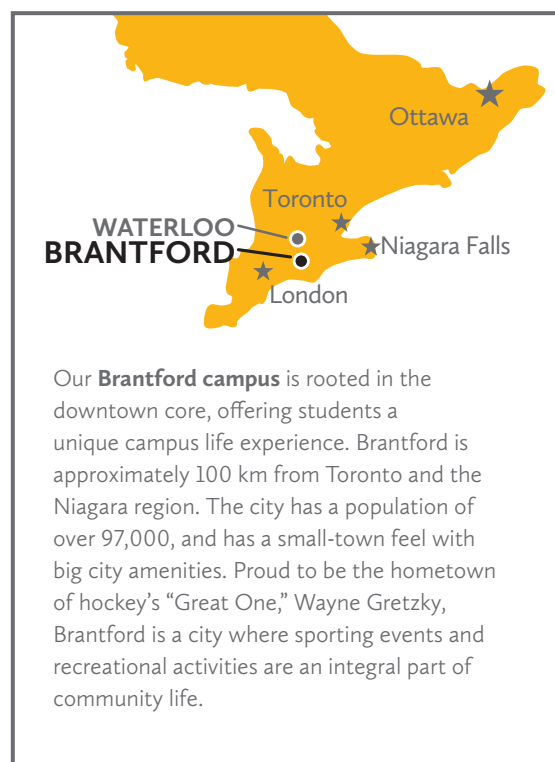
## PARKING

- 23 Market Centre Parkade
-  PUBLIC PARKING

## TRANSIT

- 24 GO Bus
- 25 Brantford Transit Terminal

 Walking times are listed from the Research and Academic Centre, #11 on map









# Living Accommodations

While studying at Laurier, accommodation is available to you in our Expositor Place Residence at a cost of \$200 CAD per week. Expositor Place Residence is the newest residence building in Brantford and houses 216 students on five floors. Students live in apartment-style suites which house between three and seven students each. 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.

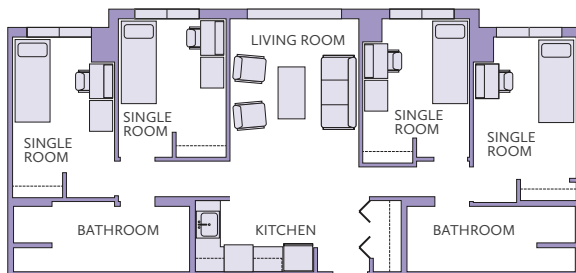
## What's included in your apartment?

- 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
- Kitchen basics (cutlery, crockery, cooking supplies)

## MAINTAINING YOUR SPACE

Residence custodial staff clean the hallways and provide 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 Lonnie's.
- **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 The Works Gourmet Burger Bistro or the Hawk & Bell.
- **For Chinese and Japanese food,** try Jumbo Dragon and local favourite, Oriental Restaurant.
- **In the mood for a sandwich or wrap?**  
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 & FEES

Tuition is competitively priced at \$2,199 CAD for a four-week session. There is an additional \$100 CAD application fee.

Application Fee	\$100 CAD
Tuition Fee	\$2,199 CAD
Accommodation (for 4 weeks)	\$800 CAD

## HOW TO APPLY

You can apply to this program by completing the online application form on our website, [wlu.ca/leaf-business-english](http://wlu.ca/leaf-business-english).

## DEADLINE TO APPLY

The application deadline is **June 1, 2019**.

## HEALTH INSURANCE

Before arriving in Brantford for the LEAF Business English program, all students must provide proof of health insurance valid for the duration of their time in Canada.





## LEAF BUSINESS ENGLISH FEE PACKAGES

We offer you three packages to choose from when you apply to the program. Our packages include different activities and add-ons for your time in the Business English program.

### CORE PACKAGE - \$3,099 CAD

This package provides you with the basic amenities needed for our program, including the application, tuition and accommodation fees.

### COMFORT PACKAGE - \$3,224 CAD

In addition to the amenities of the Core Package, this package also includes a shuttle to and from the airport so that you can rest easy knowing your transportation to and from Brantford is arranged.

### WE GOT YOU PACKAGE - \$3,499 CAD

Enjoy your time in the Business English Program to the fullest with the We Got You Package. You'll receive accommodation, airport pick up and drop off and you can participate in all extracurricular activities listed on page 8. With this package, you only have to worry about feeding yourself and getting to classes.

For more information on our packages and fees, visit [wlu.ca/leaf-business-english](https://wlu.ca/leaf-business-english) or email us at [leafbusinessenglish@wlu.ca](mailto:leafbusinessenglish@wlu.ca).



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73 George Street,  
Brantford, Ontario  
Canada N3T 2Y3  
T 519.756.8228 x5531