



Education and Culture DG

Lifelong Learning Programme

## ERASMUS INTENSIVE LANGUAGE COURSES 2011-12

**- ORGANISING INSTITUTION'S INFORMATION FORM -**

<b>INSTITUTION NAME:</b>	<b>ŠKODA AUTO VYSOKÁ ŠKOLA (UNIVERSITY)</b>	
<b>ADDRESS:</b>	<b>TŘ. VÁCLAVA KLEMENTA 869, 293 60 MLADÁ BOESLAV</b>	
<b>COUNTRY:</b>	<b>CZECH REPUBLIC</b>	
<b>EILC LANGUAGE</b>	<b>CZECH</b>	
<b>LEVEL COURSES ORGANISED:</b>	<b>LEVEL I (BEGINNER) <i>X</i></b> <b>NUMBER OF COURSES: 1</b> <b>DATES: 22 AUGUST – 9 SEPTEMBER, 2011</b>	<b>LEVEL II (INTERMEDIATE) <input type="checkbox"/></b> <b>NUMBER OF COURSES:</b> <b>DATES:</b>
<b>WEB SITE</b>	<b>WWW.SAVS.CZ</b>	

**PLEASE NOTE THAT ALL STUDENT EILC APPLICATION FOR OUR EILC SHOULD BE SENT BY E-MAIL TO THE FOLLOWING ADDRESS: [eilc@naep.cz](mailto:eilc@naep.cz)**

*STAFF*

<b>JOB TITLE / NAME</b>	<b>ADDRESS, TELEPHONE, FAX, E-MAIL</b>
<b>CONTACT PERSON FOR EILC</b> LENKA STEJSKALOVÁ <b>JOB TITLE</b> HEAD OF INSTITUTE OF FOREIGN LANGUAGES/ERASMUS COORDINATOR	ŠKODA AUTO VYSOKÁ ŠKOLA TŘ. VÁCLAVA KLEMENTA 869 293 60 MLADÁ BOESLAV, CZECH REP. TEL.: +420 604 292 686 FAX: +420 326 823 113 EMAIL: CIAM@IS.SAVS.CZ

<b>RESPONSIBLE PERSON FOR THE PROGRAMME</b>	
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## ***PART I: GENERAL INFORMATION***

### **• DESCRIPTION OF TOWN**

#### ***- SHORT HISTORY AND LOCATION***

**Mladá Boleslav** lies 50 km north-west from Prague, the capital of the Czech Republic. It is located on the perimeter of one of the most beautiful areas known as the Bohemian Paradise, which is a tourist area with many castles, chateaus, ruins and view-towers and other places of interest.

The town has a history older than a thousand years. After the second half of 10th century prince Boleslav II founded on the junction of the Jizera and Klenice a Castle, under which a plantation was established with market rights and with a church of st. Vitus. To its own development undoubtedly contributed replacement of Mladá Boleslav to a large table land in the vicinity of the Castle, where the medieval town was established and gradually developed.

Mladá Boleslav is a regional town whose recent history is strongly connected with the car industry. According to the last census, 44,000 inhabitants live here and one third of them are employees of Škoda Auto a.s.

#### ***- MAIN LOCAL/CULTURAL EVENTS***

There are many cultural events throughout the year in Mladá Boleslav and its surroundings. You can learn about some on <http://www.kulturamb.eu/ic/Tradicni-akce/> (at present in Czech only).

Škoda Auto University is organising also summer school programme so various lectures, presentations, different culture and sport events are being prepared for Autumn, starting in September 2011.

#### ***- HOW TO REACH TOWN (LINKS FROM THE NEAREST AIRPORT, TRAIN OR COACH STATIONS)***

There are several possibilities how to get to Mladá Boleslav depending on the mean of transportation.

If you travel by plane, the best way is to get the shuttle from the airport to Holešovice main train station and then the train to Mladá Boleslav. If you prefer travelling by bus, the shuttle takes you to metro and then you should take the yellow line to last stop of Černý most. There you can catch the direct bus to Mladá Boleslav.

If you travel directly by train you will arrive to Mladá Boleslav main station.

In case you travel by coach, you arrive to Prague, Florenc, the main bus/coach station, and there you can catch the direct connection to Mladá Boleslav.

For times, routes and exact prices visit [www.idos.cz](http://www.idos.cz) (available in Czech, English and German). This website is also useful for planning journeys to other destination around the Czech Republic.

#### ***- TRANSPORT IN TOWN (BRIEF INFORMATION ON THE MAIN MEANS OF TRANSPORT AVAILABLE)***

To travel around the town, you can use the public bus network. The price of one ticket is about 10 Czk and you can change the between buses for 45 minutes with no additional charge.

In case you want to use your own car, be aware that traffic in Mladá Boleslav is always busy during the day and you may have difficulties to park your car. Particularly in the centre, there are zone where the parking fee is quite high (15 – 20 Czk per hour). Around the campus there is a pedestrian zone. At the shopping centres and suburbs there is always no problem with free parking.

If you want to travel around the Czech Republic, you can use the coach or train. Travelling by coach is cheaper and more reliable as trains are sometimes delayed. The price to Prague is approximately 60 to 100 Czk, depending on the mean of transport, day and time.

## • SHORT DESCRIPTION OF THE ORGANISING INSTITUTION

Škoda Auto Vysoká škola (Skoda Auto University) was founded in 2000 and to date it is the first and the only corporate university in the Czech Republic. Škoda Auto Vysoká škola is a private tertiary level school with a trade-specific academic programme. The school provides students with sophisticated modern study programmes, a high-profile team of lecturers, an individual approach to students, the direct presence of industrial specialists in the education process, motivation programmes and many others.

Undergraduate Academic Programme: Economics and Management

Type of Academic Programme: Professional Baccalaureate

Specializations:

Business Management and Administration;

Business Management and Sales;

Corporate Finance Management.

Duration: 3,5 years (7 semesters)

Language of tuition: Czech

Main Characteristics:

Profession-oriented undergraduate programme that enables its graduate an immediate application of acquired skills and knowledge, particularly in the automotive industry.

One-semester internship is an integral part of the curricula. Students' placement takes place at Škoda Auto a.s., other cooperating companies in the Czech Republic, and abroad, mainly within the VW group.

Compulsory intensive studies of two foreign languages, English and German, increase the graduates' value on the labour market.

Graduates are well prepared for follow-on master degree programmes.

Graduate Academic Programme: Economics and Management

Type of Academic Programme: Follow-on Master Degree

Specializations:

Corporate Finance Management in the Global Environment;

Marketing Management in the Global Environment;

Production Management and Global Business;

Business Law in the Global Environment.

Duration: 2 years (4 semesters)

Language of tuition: Czech (all) / English (specializations 1 and 2)

Main Characteristics:

The follow-on academic programme provides students with the possibility to extend their up to now acquired knowledge, develop their skills and deepen their specialization.

Great emphasis is put on the students' social and language skills. The school organises language preparatory courses aimed at internationally recognised language exams.

Broadening students' knowledge and special competences by the multinational dimension penetrates throughout all the studies.

## • ACCOMMODATION

*- SHORT DESCRIPTION OF THE ACCOMMODATION OFFERED (HOTEL, APARTMENTS, STUDENT HALLS, OTHERS; IF THERE ARE COOKING FACILITIES) AND ON THE RENT TO BE PAID PER WEEK*

Škoda Auto University makes arrangement for the students in the UNO hostel in Mladá Boleslav. The rooms are fully equipped, the kitchen is available. The price for our students amounts to 100 euro per month. The wi-fi internet connection is also available for 150 Czk per month, the internet and free wi-fi is, however, available at the university campus. There is a bus stop and main railway station nearby, the campus is in the walking distance (1,5 km approximately).

If the students are interested in hiring a private room or a flat, the school will pass on all available information and contacts. The price varies in accordance to size and facilities and it is usually higher (much higher) than the cost of the hostel.

## • MEALS

### - *SHORT DESCRIPTION ON THE SERVICES OFFERED (UNIVERSITY CANTEENS, RESTAURANTS, BARS, OTHERS)*

Students may purchase full-course meal during the working week at Škoda Auto cafeteria located directly in the campus. The price is dependent on the chosen dishes and ranges from 15 to 60 Czk per main dish. There is a wide range of dishes, fresh salads, drinks and snacks. Meals are prepared on Škoda Auto premises by Eurest.

In Mladá Boleslav there are a lot of restaurants that offer a large selection of Czech and international cuisine to suit all tastes. Around noon nearly all the restaurants offer lunchtime specialists at attractive prices (50 to 70 Czk for main dish). Mostly typical Czech food is served, e.g. potato dumplings, pork, cabbage, goulash and sirloin sauce with dumplings. Prices in restaurants differ, main dish 80 – 200 Czk, soup and salad 15 to 40 Czk, side dish and desert 15 to 50 Czk.

There are also several bars, some of them very popular among students. You can also get some Italian, Chinese and fast food in the big shopping centres.

## • RECEPTION OF STUDENTS

### - *MEETING POINT (PLACE, DATE AND TIME OF FIRST MEETING - FOR EACH COURSE WHERE DIFFERENT)*

Prior to their arrival the students will receive all the necessary details and arrangements concerning the programme by email. The students will be welcomed on their arrival (main bus or train station in Mladá Boleslav), and accommodated. The group will be then guided around the town and university campus by the school representative, lecturers and Czech students. During the first presentation they will be provided with the study materials and additional information.

## • EXTRA MURAL ACTIVITIES

### - *SITE VISITS*

- Škoda Auto company visit - Škoda Auto Museum Guided tour and production plant excursion (assembly line, engine shop, polygon)
- Dětenice Chateau guided tour, brewery and medieval restaurant visit; or Local brewery guided tour (Klášter Hradiště or Svijany) and Bohemian Paradise tour
- Bohemian Paradise tour – rock formations, ruins and places of interest in nearby area connected with history and traditions
- Krkonoše mountains – trip to Harrachov (traditional Czech glassworks; hiking in the national park – protection of the environment)
- Prague guided tour
- Liberec / Frýdlant – Ještěd and/or Chateau of Frýdlant
- Sychrov - the guided tour of the castle

### - *SPORTS FACILITIES (SWIMMING, TENNIS, GYMNASIUM; OPENING DAYS AND AVAILABLE INFORMATION)*

Mladá Boleslav offers relatively many sporting activities. You can find gyms for body building, fitness centres, swimming pools, an ice-rink and an in-door swimming pool.

A few examples are:

Sport Centre Sparring – a highly modern sport hall with an impressive architectural solution. Sparring is equipped with three tennis courts, one badminton court and bowling lane. Two tennis courts are also available in an inflatable hall with a clay surface. You can take lessons of aerobics and spinning there. Part of the attractive environment is a cosy snack bar.

Rowing Club – the fitness providing individual trainings as well as crew class lessons.

Public Bath - there are two bathing establishments in Mladá Boleslav.

Swimming pool –there is one in-door pool, 25 meters long with 8 tracks.

In case that the swimming pool is not enough, you can go to nearby towns of Jičín or Liberec (30 – 40 km). You can enjoy Aqua-centre Jičín with the swimming pool, water slide, whirlpools, sauna and solarium; Aquapark Liberec with romantic caves, whirlpools, waterworks, geysers, water and under-water massages, relaxing zones and many other; Swimming pool in Liberec – 50 meters long with 8 tracks, two more than a hundred meters long water slides, whirlpools, steam rooms, wellness centre, aerobics, spinning, fitness, etc.

You can find more about sports in Mladá Boleslav on <http://is.mb-net.cz/sport/>

**- ENTERTAINMENT (CINEMA, THEATRE, ETC.; BRIEF INFORMATION ON PLACES AND STUDENT FACILITIES)**

**Cinemas, theatres**

CineStar – it is the biggest cinema in Mladá Boleslav. It is located in Bondy centrum. The selection is wide with most foreign movies in the original version with Czech subtitles. Prices are usually around 100 Czk per ticket.

Cultural centre Svět - this is a café with a limited number of seats, the movies presented are usually independent or art house, from variety of countries, in the original language version with Czech subtitles. It is suitable for more discerning cinema go-ers.

Theatre in Mladá Boleslav – the historical theatre is located in the centre. Performances are only available in Czech.

Theatre Novatna na dlani – it is newly established theatre which has its own trademark plays (mainly comedies). Performances are in Czech only.

Culture House – social events and balls are regularly held there.

In Mladá Boleslav there are also several clubs and discos, which are popular mainly among the young generation.

## ***PART II: COURSE(S) DESCRIPTION***

### **COURSE NO:**

### **LEVEL:**

***I: Beginner course***

	FROM...	TO...
PERIOD: 22 AUGUST – 9 SEPTEMBER, 2011	<b>22 AUGUST 2011</b>	<b>9 SEPTEMBER 2011</b>

### **• LANGUAGE COMPONENT**

#### ***- SHORT DESCRIPTION OF LANGUAGE COMPONENT: OBJECTIVES AND TEACHING METHODS***

The Erasmus Intensive Language Courses (EILC) offered by Channel Crossings in cooperation with Škoda Auto Vysoká škola are aimed at all university students who want to get familiar with the Czech language, culture and national heritage. These courses provide foreign students with important knowledge of Czech language and culture. They prepare the participants for studying at Czech universities.

This course is designed for students of all types of universities and the courses will be conducted in the Czech language. In the case of serious language problems and/or any need of assistance, English will be used.

#### **The main objectives of the courses and benefits for foreign students are:**

- 1) to develop a communicative competence in Czech
- 2) to train and acquire all language skills – speaking, writing, listening and reading
- 3) to effectively use information and communication technologies to help increase their level of Czech (interactive whiteboard, Internet, multimedia programmes)
- 4) to inform the students about resources that can be used for further self-study
- 5) to use available information and contacts with native speakers to further improve their Czech language level in a real-life context
- 6) to expose students to and get them acquainted with cultural heritage and life in the Czech Republic
- 7) to evaluate their progress, set SMART goals and help them find ways to reach the set goals

#### **Methodology, pedagogical and didactical approach:**

The teachers will use interactive methods to support students' motivation and to develop students' language skills and communicative competence in Czech language. The particular methods include:

- 1) Pair work and Group work
- 2) Learning by doing
- 3) Task and enquiry based learning, project learning
- 4) Interactive learning with ICT support (Internet, multimedia programmes)
- 5) Work in language library – joint work with language materials, dictionaries
- 6) Field work in the classroom
- 7) Field work in the town
- 8) Communicative approach

Some of the above mentioned methods will be highlighted with respect to individual learner's needs.

Participants will be guided by professional trainers with theoretical background and thus prepared for further practice in real-life situations.

The EILC courses are designed in a way to facilitate Czech language learning as much as possible. New grammar and vocabulary are

introduced gradually and new words are explained in contextual sentences and phrases. Teachers use an interactive and communicative approach. The accent is on promoting communicative competence and the students are encouraged to start immediate communication, promoting their motivation and self-confidence. Trainers and academic management of Channel Crossings are skilled in field work and project learning. These methods will be applied in EILC courses in order to increase efficiency of Czech language learning. N.B. Channel Crossings is currently running a special project aimed at Project learning language in practice. This project has been funded with the support from European Social Fund.

The actual content of EILC accents modern pedagogical and didactical approaches. Students will use modern ICT tools such as multimedia or the internet to help them develop and strengthen their Czech language skills. Among other things, they will prepare a video report and work with cutting and editing software. Such practical approaches will facilitate the learning process and will contribute to increased efficiency of Czech language acquisition.

**- SUBJECT-SPECIFIC LANGUAGE ELEMENTS**

**YES X NO**

(e.g. special modules for students in particular disciplines)

IF YES, SPECIFY:

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**- DURATION**

TOTAL NUMBER OF CLASSES	30
HOURS IN CLASSROOM	30
HOURS OF PRACTICE CONVERSATION/LANGUAGE LABORATORY	30
OTHER (PLEASE SPECIFY)	The total number of teaching hours is 60 with an emphasis on developing all language skills: speaking, writing, listening, reading; the Internet, multimedia programmes; joint work in language library, etc. Every day, 4 teaching hours of Czech language training will be delivered.

**Work programme**

Monday 22.8.

- 8:30 – 10:00 warm up, introduction to the Czech language (90 minutes)
- 10:15 – 11:45 language lesson (90 minutes)
- 18:00 – 21:00 welcome party, dinner

Tuesday 23.8.

- 8:30 – 10:00 language lesson (90 minutes)
- 10:15 – 11:45 team work in language library (90 minutes)
- 14:30 – 16:30 cultural programme – bus city tour of Mladá Boleslav

Wednesday 24.8.

- 8:30 – 10:00 language lesson (90 minutes)
- 10:15 – 11:45 language lesson (90 minutes)

Thursday 25.8.

- 8:30 – 10:00 language lesson (90 minutes)
- 10:15 – 11:45 team work in language library (90 minutes)
- 19:00 – 22:00 cultural programme – Czech National Theatre / Black Light Theatre IMAGE

Friday 26.8.

- 8:30 – 10:00 language lesson (90 minutes)
- 10:15 – 11:45 language lesson (90 minutes)

Saturday 27.8.

10:00 – 16:00 cultural programme - trip to Sychrov and Ještěd (Liberec)

Monday 29.8.

8:30 – 10:00 language lesson (90 minutes)  
10:15 – 11:45 language lesson (90 minutes)  
15:30 – 18:00 cultural programme – Skoda Auto Museum and production plant guided tour

Tuesday 30.8.

8:30 – 10:00 language lesson (90 minutes)  
10:15 – 11:45 language lesson (90 minutes)  
13:00 – 17:00 field work – preparing a video report (topic: Czech stereotypes)

Wednesday 31.8.

8:30 – 10:00 language lesson (90 minutes)  
10:15 – 11:45 team work in language library (90 minutes)  
17:00 – 20:00 sport and cultural programme - bowling

Thursday 1.9.

8:30 – 10:00 language lesson (90 minutes)  
10:15 – 11:45 language lesson (90 minutes)  
11:45 – 12:30 lunch  
12:30 – 15:00 cutting and editing the video report  
20:00 – 22:00 cultural programme – visit of multiplex Mladá Boleslav

Friday 2.9.

8:30 – 10:00 language lesson (90 minutes)  
10:15 – 11:45 language lesson, project work (90 minutes)

Saturday 3.9.

10:00 – 17:00 cultural programme – trip to Prague

Monday 5.9.

8:30 – 10:00 language lesson (90 minutes)  
10:15 – 11:45 language lesson (90 minutes)

Tuesday 6.9.

8:30 – 10:00 language lesson (90 minutes)  
10:15 – 11:45 team work in language library (90 minutes)  
15:30 – 18:00 cultural programme – Detenice brewery

Wednesday 7.9.

8:30 – 10:00 language lesson (90 minutes)  
10:15 – 11:45 language lesson, project work (90 minutes)  
16:00 – 20:00 International Evening

Thursday 8.9.

8:30 – 10:00 language lesson (90 minutes)  
10:15 – 11:45 language lesson (90 minutes)

Friday 9.9.

8:30 – 10:00 written examination (90 minutes)  
10:15 – 11:45 oral examination (90 minutes)  
12:30 – 14:00 final evaluation, handing over certificates (90 minutes)  
17:00 – 21:00 cultural programme – presentation of video reports, farewell dinner, final ceremony

**- ASSESSMENT (SPECIFY IF THE ASSESSMENT IS MADE BY WRITTEN/ORAL EXAMINATION, ASSIGNMENT, ETC.)**

**Assessment methods**

- 1) regular homework
- 2) mock tests
- 3) individual assessment of progress (assessment centre)
- 4) field work
- 5) final written and oral examination

During the course teachers will assign regular homework. Students are welcome to use both multimedia labs and language library for self-study. During the EILC students' progress will be assessed through mock tests and tests. A video report about Czech stereotypes is part field work methodology. Each student's progress will also be evaluated during an individual interview with a teacher.

At the end of the course, all students will sit final written and oral examinations. The students will have to reach at least 60% in both examinations to successfully complete the EILC. As a final result of their field work they will also present their video report about Czech stereotypes.

All successful participants will receive a certificate and get **5 ECTS**.

The organizers will gather feedback from all participants. The results of this feedback will be implemented in further EILC courses.

## • COURSE FACILITIES

### - TEACHING AIDS

<input checked="" type="checkbox"/> AUDIO/VIDEO MATERIALS
<input checked="" type="checkbox"/> COMPUTER/SOFTWARE
<input checked="" type="checkbox"/> HANDOUTS/PRINTED TEXTS
<input checked="" type="checkbox"/> TRANSPARENCIES
<input checked="" type="checkbox"/> OTHER : (SPECIFY) other ICT tools such as Internet

### - LIBRARY

YES  NO

#### IF YES, SPECIFY:

TIMES	8:00 TO 17:00
OPENING DAYS	MONDAY TO FRIDAY
ADDRESS	ŠAVŠ, TR. VÁCLAVA KLEMENTA 869, 293 60 MLADÁ BOLESLAV

### - LANGUAGE LABORATORY

YES  NO

#### IF YES, SPECIFY:

TIMES	
OPENING DAYS	
ADDRESS	
COST	

## • CULTURAL COMPONENT

### - SHORT DESCRIPTION OF THE CULTURAL ELEMENTS INCLUDED IN THE COURSE: OBJECTIVES AND TEACHING METHODS

During the EILC courses the participants will take part in various cultural activities. The cultural programme provided by Channel Crossings and ŠAVS includes a bus city tour, visits to the Czech National Theatre, National Museum and Wenceslas Square, Prague Castle and Lesser Town, Skoda Auto Museum, trips to Karlstein castle, Liberec, Detenice brewery or Český ráj. The participants will thus get acquainted not only with cultural heritage but also with typical Czech customs, Czech cuisine, Czech traditions etc. Students can also use the opportunity of joining the ŠAVŠ Students Union activities (bowling or floorball team).

**- DURATION**

TOTAL HOURS OF ACTIVITIES	ca 40 h.
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**• TEACHERS AND SUPPORT STAFF**

	NUMBER OF...:
<input type="checkbox"/> TEACHERS	ca 2 to 4
<input type="checkbox"/> ADMINISTRATORS	ca 2 to 4
<input type="checkbox"/> STUDENTS	ca 15 to 30

The courses will be taught by two qualified teachers (qualification in teaching Czech language). The quality of language lessons will be supervised by Academic Director and Language School Manager (Channel Crossings).

Students will have an opportunity to attend individual consultations with their teachers. During the cultural programs, they will be guided by their teachers and other employees of both organising institutions. There will be an Erasmus coordinator in each organising institution who will be responsible for offering help and assistance to the students.

**Teachers**

The course will be completely tailored to students' needs. We guarantee fully qualified Czech language teachers with the following qualities:

- Czech native speaker with knowledge of minimum two foreign languages
- University degree in Czech language studies (linguistic or teaching qualification) or a degree in a foreign language and minor in the Czech language
- Teaching experience of minimum three years
- Very good teaching skills and knowledge of modern teaching methods

**Experience in the course**

Our teachers have long-time experience in teaching Czech language for foreigners. **In 2010 we organised two 3-week Erasmus Intensive Language Courses so we got a lot of valuable experience in organising EILC (in cooperation with Channel Crossings).** Channel Crossings teaches Czech language for foreigners e.g. in the Czech National Bank, Sony Czech, Cameron McKenna, Calyon Bank, Deutsche Boerse Services, Eurovia, Ogilvy or Unisys, etc.

Channel Crossings also regularly organises Czech language courses for the general public at different levels – A1 beginner to B1 intermediate, and individual courses at higher levels – B2 upper-intermediate to C2 proficient for translators and interpreters working with EU institutions. These courses include a cultural programme as well.