



BOSTON

LANGUAGE SCHOOL

bostonlanguage.school



ABOUT US

Following detailed research, Boston has developed an invaluable platform for English language learners, not only in terms of lessons and assessments but also in terms of alignment with international standards.

Effective communication means having the ability to exchange knowledge, data, thoughts and ideas in such a way that the audience clearly understands and receives the message accurately. To achieve this level of interaction with others, people need the competence to assess all visual and auditory stimuli with insight. Having an ability of discernment means engaging with material at both an intellectual and an emotional level – evaluating and appraising the information that is being presented. Boston Language enables people to make connections between ideas, contribute meaningfully to discussions, write with purpose and sift through information perceptively and with curiosity. These abilities can only come from being proficient in language skills.

For individuals, the benefits of knowing how to communicate without limitations are endless. These benefits include having the confidence to answer questions appropriately in a job setting or knowing how to write emails or reports with accuracy and impact. Communicating effectively is the key tool that empowers individuals to emphasise points and persuade listeners during conversation and presentations.

For companies, having staff with sound communication and language skills eliminates inefficiencies, ensures that data and information are being clearly and properly circulated, and builds a positive work environment. All these factors contribute to a more productive work environment, satisfied clients and content employees.

In addition to our lessons and assessments, we have included a variety of games to stimulate and challenge participants. These games have been designed to improve vocabulary, enhance vocabulary skills within specific contexts and even develop logic and reasoning with the crossword puzzles. Word recognition assists in reading fluency and speed, which are vital in developing reading proficiency. For this reason, we have included Find the Word exercises. Learning should also be fun!

English is the international language of commerce and industry. It makes complete sense for all employers and employees to invest in English language development and proficiency.

To be considered proficient in a language, there are four foundational skills that need to be learned and developed: writing, reading, speaking and listening. Boston Language is cognizant of these as well as the progressive nature of teaching and learning a language. It is for this reason that our learning programme is structured according to the four foundational skills and adheres to the principles of scaffolding in education, hence being progressive. Our course begins with basic language principles, for example, correct sentence construction and punctuation and extends to more advanced concepts, for example, the impact of figurative expression in a variety of texts, including those in a business context.

The Common European Framework of Reference for Languages (CEFR) is an international standard for describing language ability. It defines language competence on a six-point scale, from A1 for beginners, up to C2 for those who have mastered a language. The goal of any language speaker is to reach level C2 in terms of proficiency.

The ratings are as follows:

A1 to A2: Basic

B1 to B2: Independent

C1 to C2: Proficient

The CEFR framework allocates certain competencies to specific ratings. Boston Language has ensured that developmental learning from A1 to C2 is possible through a wide variety of genres and formats, including literature excerpts and business vocabulary and even effective language usage. Consider the fundamental language concept of register, for example. Our lessons demonstrate and assess the impact of informal and formal register in various contexts, first receptively and then in terms of output.

Boston Language offers English development and enrichment at Primary, Secondary and Business levels, each level being cognizant of the CEFR framework and six-point scale. The programme has been designed to accommodate any English speaker, from a beginner at Level A1 to a fluent and proficient speaker at Level C2.

CUSTOMER SERVICE

In a commercially competitive world, what makes an enormous difference in retaining customer loyalty and developing brand satisfaction, is sound customer service. Businesses may make the mistake of prioritising the product or service at the expense of customer service, without recognising that the first contact made with the company establishes the potential client's first impression – and first impressions are often lasting impressions.

Why is customer service vital? It is not simply an additional benefit given to customers. On the contrary, customer service has a direct impact on sales and thus the success of the company. Research has shown that customers will switch brands because of poor customer service and will pay extra for a product because of excellent customer service. Good customer service thus matters and will ensure that customers enjoy the company's brand and that the company itself remains relevant and creditable.

Boston Customer Service Course has been designed to consider all aspects of customer service and assess the value of retaining customers and developing brand loyalty.

The course outline includes the following:

1. The art of good service
2. The body language of good service
3. Telephonic service
4. Digital customer service
5. Next level service
6. Saying "No" – the right way
7. Good service for tough customers
8. Service stress
9. Customising to the customer
10. Habits, hazards, trend and the future

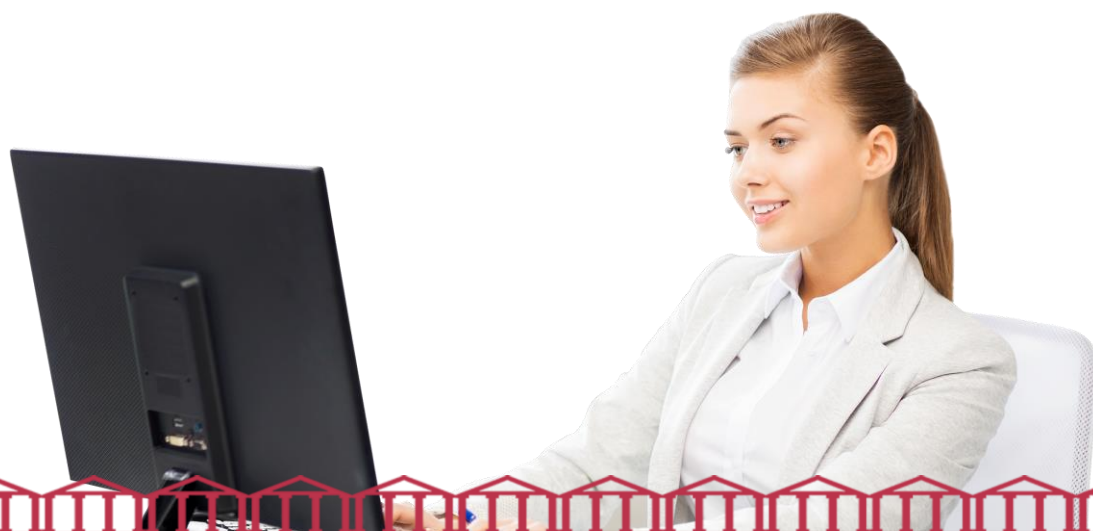


Each of these units is fully developed and includes outcomes, key concepts, recommended reading, videos and even a number of activities for participants to complete. Case scenarios are also examined to ensure that all participants understand the concept of excellent customer service and are able to apply recommendations the workplace.

LITERACY COURSE

The Business Literacy Course has been designed to improve literacy and communication skills of participants. The Literacy Course includes lessons on foundational English skills, for example, parts of speech, sentence construction and punctuation. These are vital skills that are necessary before any person can be considered proficient and fluent in any language.

The Literacy Course consists of 32 lessons. Over and above the foundational skills there are also lessons on denotation and connotation to inspire participants to think figuratively and read beyond the obvious meanings of words. English is a nuanced language with subtle differentiated meanings of words and it is necessary for participants to understand this for them to experience the joy and richness of refining their language abilities.



READING FOR RESULTS

Reading rate is the number of words a person can read accurately in a minute. It is important for people to be able to read correctly and at a consistent rate as this improves their reading fluency. If people are unable to read fluently, their progress will be compromised.

Learning to read starts with the sounds of different letters (decoding words). A fluent reader has moved beyond the sounds in each individual word to recognition and the meaning of each word. This then extends to the understanding of sentences. If people are still decoding words, they may reach the end of the sentence and have no recollection of what they read at the beginning of the sentence. Clearly this compromises progress.

The reading rate assessment has been designed to improve people's reading skills and fluency. There are several reading extracts, each having been written in an accessible and academic style to give people practice in reading beyond decoding to word recognition and meaning. The extracts are followed by questions to test recall of facts that have been read. This is to encourage focused reading for meaning as opposed to merely decoding words.

It is anticipated that people will start at a relatively slower reading pace, but this will improve with practice. People are able to monitor their own reading rate as the reading of the extract will be timed. Following this, they will be required to answer the questions from memory without access to the extract. This will allow the people to assess themselves in terms of reading for meaning which translates into comprehending what they read.

There are ten reading extracts of 300 words and ten reading extracts of 400 words in length that will enable participants to refine their reading abilities.



LITERACY GAMES

The Literacy Course also includes numerous games to challenge and inspire participants. These games have numerous cognitive benefits but are also great fun!

Crossword puzzles

Not only do crossword puzzles improve logic and reasoning, but they boost executive brain functioning in terms of recollection of words and improving vocabulary. Finding a specific six letter word can be frustrating but reaching for a dictionary for assistance is beneficial as this also enhances reading and deciphering abilities. There is a sense of satisfaction when a crossword puzzle is completed which leads to improved self-confidence and being ready to begin the next one!

Drag and drop

Drag and drop exercises are a fun way to improve vocabulary and grammar skills. Words or groups of words have to fit into sentences or phrases in such a way that they are correct within specific semantic contexts but also in terms of grammatical structures. This enhances memory and vocabulary skills but choosing the correct word or words to drag and drop also stimulates sorting, ordering and organising pre-listed items.



Word recognition

Trying to find words within a maze of letters improves word recognition which is a vital skill in reading fluency. Proficient readers do not decode words in terms of letters but recognise words with ease which enhances language abilities. These games also improve memory recall and vocabulary.

Complete the sentences

These exercises challenge participants in that they need to find the correct words that fit into sentences in terms of semantic contexts but also correct grammatical structures. These are fun activities that stimulate sorting, ordering and organising pre-listed items, thus improving memory and vocabulary.

Instructions and vocabulary

These tasks challenge participants in that they need to read instructions, remember them and then follow them, so they are valuable in terms of exercising short term memory. They also involve sorting, ordering and organising pre-listed items, thus improving memory and vocabulary.



SPEAKING AND READING

Read aloud

The Literacy Course includes 10 read aloud exercises for participants to practise their reading with expression and correct pronunciation. These exercises will demonstrate the correct articulation of words, allow participants the opportunity to practise and then record their own reading. An immediate report will be generated so that participants can monitor their reading abilities and measure their own progress.

Speak aloud

The Literacy Course also includes 10 speaking exercises, allowing participants the opportunity to practise their speaking abilities. Each exercise has a specific topic with target words which participants are required to use in their speaking. Participants record themselves speaking and then, again, an immediate report will be generated that will indicate participants' use of the target words, grammatical structures and pronunciation.



LESSON PLAN

Lesson	Topic
Lesson 1	Parts of speech and nouns
Lesson 2	Pronouns
Lesson 3	Three persons of pronouns
Lesson 4	Adjectives
Lesson 5	Verbs
Lesson 6	Auxiliary and state of being verbs
Lesson 7	Infinite verbs
Lesson 8	Adverbs
Lesson 9	Conjunctions
Lesson 10	Prepositions
Lesson 11	Articles and interjections
Lesson 12	Sentence grammar
Lesson 13	Dictionary work
Lesson 14	Comparison figures of speech
Lesson 15	Sound device figures of speech
Lesson 16	Exaggeration and understatement figures of speech
Lesson 17	Stereotypes
Lesson 18	Connotation and denotation
Lesson 19	Fact and opinion
Lesson 20	Prefix and suffix
Lesson 21	Visual literacy 1
Lesson 22	Visual literacy 2
Lesson 23	Full stop
Lesson 24	Comma
Lesson 25	Question mark
Lesson 26	Dash
Lesson 27	Colon and semi-colon
Lesson 28	Hyphen and ellipsis
Lesson 29	Inverted commas
Lesson 30	Apostrophe
Lesson 31	Direct speech
Lesson 32	Indirect speech

TIMETABLE

The timetable below is merely a suggestion.

You may proceed at your own speed to complete the course faster or you may complete the course at a slower pace.

Lesson	Topic	Games	Reading extracts
Week 1		Cross words:1-5	Level 1: 1-3
Lesson 1	Parts of speech and nouns	Read aloud: 1 and 2	
Lesson 2	Pronouns	Speak aloud: 1 and 2	
Lesson 3	Three persons of pronouns		
Lesson 4	Adjectives		
Lesson 5	Verbs		
Week 2		Cross words:6-10	Level 1: 4-6
Lesson 6	Auxiliary and state of being verbs	Read aloud: 3 and 4	
Lesson 7	Infinite verbs	Speak aloud: 3 and 4	
Lesson 8	Adverbs		
Lesson 9	Conjunctions		
Lesson 10	Prepositions		
Week 3		Drag and drop:1-10	Level 1: 7-9
Lesson 11	Articles and interjections	Read aloud: 5 and 6	
Lesson 12	Sentence grammar	Speak aloud: 5 and 6	
Lesson 13	Dictionary work		
Lesson 14	Comparison figures of speech		
Lesson 15	Sound device figures of speech		
Week 4		Find the words:1-5	Level 1: 10 Level 2: 1-2
Lesson 16	Exaggeration and understatement figures of speech	Read aloud: 7	
Lesson 17	Stereotypes	Speak aloud: 7	
Lesson 18	Connotation and denotation		
Lesson 19	Fact and opinion		
Lesson 20	Prefix and suffix		
Week 5		Find the words:6-10	Level 2: 3-5
Lesson 21	Visual literacy 1	Read aloud: 8	
Lesson 22	Visual literacy 2	Speak aloud: 8	
Lesson 23	Full stop		
Lesson 24	Comma		
Lesson 25	Question mark		
Week 6		Instructions and vocabulary:1-10	Level 2: 6-8
Lesson 26	Dash	Read aloud: 9	
Lesson 27	Colon and semi-colon	Speak aloud: 9	
Lesson 28	Hyphen and ellipsis		
Lesson 29	Inverted commas		
Lesson 30	Apostrophe		
Week 7		Vocabulary in context:1-10	Level 2: 9-10
Lesson 31	Direct speech	Read aloud: 10	
Lesson 32	Indirect speech	Speak aloud: 10	

ANALYTICS AND REPORTING

Participants are able to monitor their own progress throughout the course by examining the analytics that Boston Language School has included on the platform. All activities are reported on and at any time, participants can view how many lessons have been covered and what the results of the assessments were. Progress gives participants a sense of pride in their work and instills self-confidence and esteem.

On completion of the course, each participant will receive an accurate report outlining results of all assessments. The results of the games' assessments will be included.

The report will clearly outline the participants' strengths and challenges. Each report is individualized and thus suggests a pathway forward for participants to achieve English language mastery.

DURATION

Over and above the 32 lessons there are the vocabulary games, the AI oral app and the reading rate assessments. It is estimated that the course will take approximately 7 to 8 weeks to complete.



OUR CLIENTS

• Corporates:

BOHE provides support to corporate clients and companies in that we assist with recruitment of staff who are required to have a specific level of English competence and fluency. We are able to assess the potential employees' present proficiency and outline a developmental strategy of improvement, if necessary.

In addition, BOHE Language School offers a comprehensive programme to improve and enhance employees' language skills to ensure that they are more effective in their communication for success in the workplace. Our programme includes all modes of communication, such as conversational listening and speaking, interpretive reading and listening, and delivering presentations or speaking to an audience, covering the four pillars of language acquisition: speaking, reading, writing and listening.

The secret to success, not only in the workplace, but in life, is knowing how to communicate effectively so that people understand you clearly, so that they actively listen to you. A person who truly knows the art of effective communication is more likely to be heard and stand out from the rest of the crowd.

English is the international language of commerce. It thus makes perfect sense that corporates invest in English language development.

There are numerous benefits to this course including:

- Literate employees are empowered because of enhanced self-esteem and confidence.
- Understanding various communication media in a business context will allow employees to adapt to the expectations of different tasks.
- With improved literacy skills, employees have the capacity to collaborate in teams and offer meaningful and valid contributions.
- Trainers and coaches in corporates are able to use our platform for training purposes.



• Professionals:

BOHE is able to upgrade the English proficiency of individuals or groups of professionals within companies in order to enhance their communication expertise. This can contribute to the organisational culture of continuous learning.

Our programme has been developed to enhance skills beyond mere decoding of words. To be able to receive and send messages with insight, people need to make assessments of all visual and auditory stimuli. Having the ability of discernment means engaging with material at both an intellectual and an emotional level – evaluating and appraising the information that is being presented. BOHE Business Language enables people to make connections between ideas, contribute meaningfully to discussions, write with purpose and sift through information perceptively and with curiosity.

For employers, having staff with sound communication skills eliminates inefficiencies, ensures that data and information are being clearly and accurately circulated, and builds a positive work environment. All these factors contribute to a more productive work environment, satisfied clients and content employees.

Benefits to professionals:

- The ability to manage and understand multiple streams of information will enhance performance and output of professionals.
- Enhancing language and communication skills engenders the idea that learning is a life-long process, thus professionals are constantly developing and refining their skills.



- **Colleges and schools:**

BOHE is able to provide an English language profile of any student for educational purposes, and suggest a level of entry into the institution.

To communicate effectively means having the ability to exchange knowledge, data, thoughts and ideas in such a way that the audience clearly understands and receives the accurate message that is being sent. This ability can only come from being proficient in language skills. There are four foundational skills that need to be learned and developed to be considered proficient in a language: speaking, reading, writing and listening. BOHE has developed comprehensive courses to enhance students' acumen in all four pillars. These language skills are then assessed to develop an academic profile of the student, which provides invaluable information for further development and academic advancement.



- **Visa applicants:**

BOHE is able to provide resources for people applying for entry into foreign countries. Our resources include those of writing, reading, listening and speaking. In addition, we provide reporting structures for individuals to measure their competence and where they should strive to improve.

In order to excel in a Visa application assessment, applicants need to have thorough preparation and practise in assessment type questions. BOHE has developed a comprehensive programme that addresses each section of the visa application assessment: speaking, reading, writing and listening. Our Listening Comprehension and AI app allows practise in active listening skills, while our Speak Solo fosters confidence and self-assurance in answering questions. The reading section assessment comprises numerous assessment types, ranging from multiple choice to identifying correct headings for specific paragraphs.

All these items, and more, are covered in our Visa application section, making it an invaluable opportunity to ensure success for Visa applicants.



- **Recruitment and placement agencies:**

BOHE is able to provide an English language profile of any potential employee to allow appropriate placement in the job market.

There are four foundational skills that need to be learned and developed to be considered proficient in a language: speaking, reading, writing and listening. BOHE has developed comprehensive courses to enhance students' acumen in all four pillars. Furthermore, our AI app allows practise in active listening skills, while our Speak Solo fosters confidence and self-assurance in answering questions and verbal presentations. These language skills are then assessed to develop a profile of the potential employee which provides invaluable information for further development and job placement.

For employers, having staff with sound language and communication skills eliminates inefficiencies, ensures that data and information are being clearly and accurately circulated, and builds a positive work environment. All these factors contribute to a more productive work environment, satisfied clients and content employees.



- **Estate agents:**

BOHE Literacy Course offers a comprehensive programme to improve and enhance participants' language skills to ensure that they are more effective in their communication for success in the workplace. Our course includes different modes of communication, such as reading and conversational speaking, and fundamental skills that are necessary to achieve language proficiency.

The secret to success, not only in the workplace, but in life, is knowing how to communicate effectively so that people understand you clearly, so that they actively listen to you. A person who truly knows the art of effective communication is more likely to be heard and stand out from the rest of the crowd.

English is the international language of commerce. It thus makes perfect sense that estate agents invest in English language development.

Benefits to estate agents:

- Improved communication skills
- Enhanced understanding of English grammatical structures
- Improved vocabulary
- Improved reading and speaking proficiency



• Customer service employees

BOHE Literacy Course offers a comprehensive programme to improve and enhance participants' language skills to ensure that they are more effective in their communication for success in the workplace. Our course includes different modes of communication, such as reading and conversational speaking, and fundamental skills that are necessary to achieve language proficiency.

The secret to success, not only in the workplace, but in life, is knowing how to communicate effectively so that people understand you clearly, so that they actively listen to you. A person who truly knows the art of effective communication is more likely to be heard and stand out from the rest of the crowd.

English is the international language of commerce. It thus makes perfect sense that customer service employees invest in English language development. Benefits to customer service employees:

- Improved communication skills
- Enhanced understanding of English grammatical structures
- Improved vocabulary
- Improved reading and speaking proficiency
- Enhanced customer service skills

