



4 North Great George's Street, Dublin 1, Ireland

Learn **Excellent**
English in Dublin



Alpha
College of English



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Quality Policy Statement

The directors, managers and staff of Alpha College of English are committed to offering the highest quality service to our clients at a price that represents great value for money.

We aim to do this by maintaining a quality assurance system and striving continuously to improve our courses and services.

Our trained staff puts the customer first and offers a friendly and efficient service. We monitor and seek to improve satisfaction ratings from all our stakeholders – students, staff, agents, corporate clients, host families, suppliers, managers, directors and shareholders of the organisation.



Our Personal Invitation

Alpha College of English invites you to join any of the courses mentioned in this brochure.

We will give you a warm welcome, test your present level of English and assign you to a class at that level.

You will be given a Student Handbook with information on Dublin to enable you to get maximum benefit from your stay and your progress will be continuously monitored by our Academic Manager and support team to ensure optimal learning on your part. You may join our regular afternoon and Saturday excursions, led by our own guides (provided free of charge) who know the city and surrounding areas intimately and will lead you to places that tourists do not always discover! You will only have to pay whatever entrance charges may apply and we do our best to keep these to a minimum. Friday night is usually "Alpha night out" when students and teachers meet to have a drink and celebrate the weekend. You will be encouraged to participate in the varied cultural, artistic, musical, dramatic, sports and social activities that make Dublin so special. We hope you will also become an active member of the Alpha Community by taking part in the various projects and extra curricular activities organized by the college.

On conclusion of your course we will present you with your course completion certificate; report, if requested; exchange goodbyes and look forward to your return.

Why study English in Ireland?

Because:

English is the first language in Ireland and is spoken with enthusiasm, clarity and creativity by those Irish people with whom our students come in contact while attending our College.

The Irish, of course, love to talk to visitors, to listen and to encourage others to speak English as it should be spoken.

We are a nation of teachers.

And Dublin?

The main reason for choosing Dublin is its multi-faceted personality.

If you are seeking a buzzing, cosmopolitan, vibrant and fun destination, take the advice of a Der Spiegel journalist who recently referred to Dublin as one of Europe's "coolest cities" and a "magnet for the young elite" from all over the world with its pubs, bistros, night clubs and discos.

If literature, poetry, music, drama and heritage are more to your liking come and walk the streets of Joyce, Wilde, Beckett, Yeats; lose yourself in a Shaw, Miller or Coward drama in the Gate, Abbey or Gaiety Theatre; listen to music in any of the pubs in Dublin or take a trip back to our Celtic origins at our National Museum.

If you want the outdoor life come and see our unique Irish Hurling and Football Games at the city-centre Croke Park - one of the most avant-garde stadia in Europe; play golf in one of our championship golf courses or take a trip to the gardens, woods, rivers, lakes and mountains of Dublin and Wicklow - all within an hour's drive of Alpha College of English.

But Dublin is not only about fun and culture and history.

Dublin is the heart of the Celtic Tiger and home to such commercial giants as Microsoft, Google, IBM and e-Bay; the location of one of the most successful Financial Services districts in the world and the city with the lowest level of unemployment in the EU.

In the midst of such activity, diversity and multi-culturalism you will also find the traditional Dublin and Ireland.

It is all around you - the friendliness, light-heartedness, humour and singing; the smile, the hospitality and the welcome. It's there in the conversation for which Dubliners have been famous for generations and into which the visitor is drawn with enthusiasm, warmth and understanding and from which the English Language visitor in particular derives very satisfying rewards in terms of **real English** listening, understanding and speaking.



Why Choose Alpha College?

One Answer - Two Reasons - Quality and Price

Quality

Alpha College was established in 1989 and has continuously sought to provide English Language Training of a consistently high standard. Alpha is recognised by the Irish Department of Education and Science as an English Language School, is a member of MEI-RELSA; is a full member of EAQUALS (European Association of Quality Language Services) and has ISO9001:2000 accreditation. These memberships require the school to undergo regular and rigorous inspections and guarantee quality in ELT.

Alpha ensures consistency of quality through a Continuous Professional Development programme for our staff; through a weekly teachers meeting to review each class and through on-going support for our teachers. Alpha College is recognised by ACELS as an ELT teacher training centre so our teacher trainers work with our teachers to ensure up-to-date teaching methodology.

The managers and staff at Alpha College are fully dedicated to providing an excellent programme in a supportive and caring environment, encouraging our students to obtain maximum benefit from their stay with us.

And Price?

Compare our prices with those of any other English Language School offering similar world-class quality programmes and you will see that Alpha College of English offers superb value for money.



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Section 1: Scheduled Courses

General English - Standard format
General English – Intensive format
General English – Super-intensive format
General Business English
English and Professional Work Experience
Academic Year Programme
Examination Preparation English

Section 2. Customised Courses

Overseas Teachers' Courses
English for Special Purposes
Executive English with Options
Week-end Intensive Business English Programme

Alpha College also offers Junior Summer Vacation Programmes with Residential and non-Residential options. Please see our Junior Brochure for further information.



General English Courses

Standard format – 20 lessons per week **(GE01)**
Intensive format – 25 lessons per week **(GE02)**
Super-intensive format – 30 lessons per week **(GE03)**

6 levels

- Beginner (Specific dates only)
- Elementary
- Pre-Intermediate
- Intermediate
- Upper Intermediate
- Advanced.

These levels correspond with Council of Europe levels A1 – C1

General Business English (GBE03)

This afternoon module incorporates the words, phrases, sentences and "jargon" spoken at business meetings and conferences as well as the language used in offices, shopping malls, banks, utilities organisations, insurance companies, factories and process plants and any other place in which business is conducted. Only students who are at least Intermediate (B1) level of English may join this class.



English and Professional Work Experience – (WE01)

(EL/ Students Only)

This programme is ideal for undergraduates and graduates who want to improve their communication skills in General English classes in the first part of the programme and consolidate those skills by working in an Industrial, Commercial, Financial or Professional enterprise in the second part.

Participants find it invaluable when seeking employment on their return to their own country

The work experience module of this programme is not available in July, August or September.



Examination Preparation English – FEC01/FCE03

Our students consistently achieve very high grades in these very challenging examinations to which employers throughout the world give the highest consideration when selecting staff who need to speak excellent English.

Alpha College of English prepares students for:

- Cambridge First Certificate FCE01/03
- TOEFL (Assisted self-study option)
- TOEIC (Assisted self-study option)
- IELTS (Assisted self-study option)
- TIE (Assisted self study option)



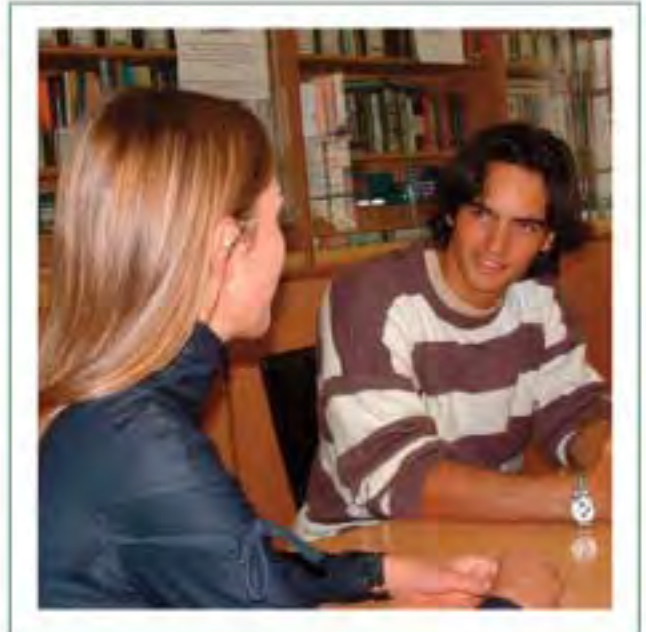
Academic Year Programme (AYP03)

(EU Students Only)

This programme is being provided to meet a need from a growing number of students of English who want to spend a longer time on improving their English in a planned and structured manner.

They are provided with new challenges and varied opportunities for enhancing both general and specific English proficiency and obtaining an internationally recognised qualification at the end.

A typical programme would include a 12-week General English module, a 12-week Professional Work Experience module and a 12-week FCE preparation module.



Overseas Teachers' Courses – OTC01/02

This programme combines language development with best practice language training workshops incorporating modern approaches to methodology, practical creative language teaching ideas and materials exploration with talks and discussions on aspects of education, literature, contemporary and traditional music, theatre, art and the media, politics and history which have informed the Ireland of the new millennium.

An excellent medium for fostering intra-European Union understanding and enhancing the knowledge and teaching skills of participating teachers.

These courses are eligible for funding under the EU life-long learning programmes.



English for Special Purposes (ESP01)

Alpha College provides One-to-One and closed group courses in the English of:

- Aviation and Air Traffic Control
- Business
- Banking, Finance and Foreign Exchange
- Law
- Military Organisation and Operations
- Medicine
- Sales and Marketing
- Travel and Tourism

Many of our students like to take General English Group Classes in the mornings and one of these ESP options on a one-to-One basis in the afternoons.



Executive English with Options (EXE01)

This programme is aimed specifically at Managers, Executives, Technocrats and Professional Specialists in Commercial, Industrial, Financial and Public Service Organisations.

The objective of the programme – morning one-to-one English classes; afternoon Corporate Visits; individual tours or sports activities and evening social/cultural activities – is to give participants the competence and the confidence to communicate as effectively in English – in both work and socially related situations – as they do in their own language.



Week-end Intensive Business English (WBE01)

These courses are developed specifically for Managers, Professional and Senior Technical people who need to enhance their English Verbal Communication, Report Writing and Presentation Skills; who do not have time to take courses during the week and who have access to an airport with direct flights to Dublin.

This – and other programmes – are explained in detail in the General Information Booklet accompanying this brochure.

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Dublin City Centre Map