



FRANCHISEE



The program has been designed by Global TESOL authorities to license qualified teachers to teach International English worldwide. Certification applies to teachers from English speaking countries as well as from countries where English is not a mother tongue. Unfortunately, today due to the growing demand in English teachers most of the unqualified teachers are being hired and this compromises the reputation and true value of real professional TESOL education system. To avoid this precedent, TIELC together with Intertesol USA (International TESOL Teacher Training Systems - USA & Canada) issues Certificates and Licenses to teach English as proof of qualification and experience while verifying credentials of a teacher. In order to obtain the license, teachers must take the CETC (Certificate English Training) Course accredited by TESOL. As the result of this training, teachers will pass the final qualifying test and acquire:

- "Certificate of a Teacher of English as an International Language"
- "License of Advance Standing for Teachers of International English"
- "License to Teach International English".



The Certificate and License prove that the holder meets internationally acceptable English teaching standards and can be hired by any school, college, university to teach EFL, ESL, ESOL, EIL worldwide. The certification distinguishes the holder with an internationally acknowledged qualification in teaching English. Currently most of the countries in need of qualified teachers TEFL, TEIL, TESOL, TESL like USA, China, Japan, S. Korea, most of Middle East and European countries are reconsidering their criteria of hiring professionals where the license becomes the milestone to choose the best and secures the internationally set standards. TIELC has authority to grant "Certificate of Good Standing" to institutions allowing them to enter a database of internationally recognized schools where English teaching quality matches International TESOL/CELTA standards.



The course espouses three categories depending on credentials the teacher wishes to obtain. However, trainees for only 120- and 80-hour courses can acquire both certificate and license. Licensed teachers have full recognition to work in any country of the world where they are hired as ESL teachers.

120-hour course is titled as the Master course and gives full rights to a holder to teach university and college students, adult and children. Their sphere of competence is not limited. The 80-hour course or Standard one is basically for middle and high school teachers, although it is up to an employer's discretion to hire them for other levels. The 40-hour course is designed for teachers of primary schools and kindergartens and mostly is used to be employed locally. The selection for the level is determined by the passmark in a final qualifying test.

The table below shows the basic differences and the pricelist for the offered courses:

COURSE OPTIONS	MASTER (FULL) \$340 US	MASTER (WAIVER) \$225 US	STANDARD (FULL) \$320.US	STANDARD (WAIVER) \$195 US	MASTER PROFESSIONAL \$480 US
CERTIFICATE	YES	YES	YES	YES	YES
LICENSE (LAS)	NO	\$	YES	NO	YES
TESOL LICENSE	NO	\$	\$	\$	YES
COURSE CD	YES	NO	YES	NO	YES
TRANSCRIPT	YES	NO	YES	NO	YES
PEACE ENVOY LETTER	YES	YES	NO	NO	YES
VERIFICATION	YES	YES	YES	YES	YES
JOB DATABASE	YES	YES	YES	YES	YES
RESUME PAGE	YES	NO	NO	NO	YES
BUSINESS E-MAIL	YES	NO	YES	NO	YES
TEACHER TOOLKIT	YES	\$	YES	\$	YES
	YES- included	NO- not included	\$ - limited (membership dues)		

Important: Number of hours in the header of the course DOES NOT correspond to actual teaching hours. These are earned credit hours and the duration of the course depends on such parameters as the size of the class, successful academic achievements of trainees, number of modeling lessons they perform, etc.

SUGGESTED PRICING (franchisees are free to set their own pricing policy with regard to the market they operate on) POLICIES

1. Master (120-hour) "unlimited" - for the university and college level teachers (\$ 380.00)
2. Standard (80-hour) - for the middle and high school level teachers (\$ 320.00)
3. Master waiver – Online (\$ 225.00)
4. Standard waiver – Online (\$ 195.00)
5. Master Professional - Online / by correspondence (\$ 480.00)

Certificates and licenses are recognized worldwide.

As you may have noticed, the course is divided according to the assessment criteria to meet the job placement requirements. The more credit hours you have the higher qualification you claim. Although it is up to the employer's discretion to decide which category of qualification works better for his institution. In ESL world it counts which level you apply for - university, school or kindergarten. At list it should be that way, but frankly speaking it is not a commonplace when employers take into account this qualification grading and therefore, when hiring teachers they squeeze them into position whichever is vacant or which they deem necessary to fill in. Nothing's outstanding here and we take it for granted. However, when deciding on remuneration or salary packages, the certificate level speaks for itself. In most cases the qualification level turns out to be the priority to reach agreement on the salary issue. The 120 credit/hour background is the maximum credit one would need to acquire. Finally, the teacher who's accomplishments state maximum in educational background will always have advantage when there is a rivalry for the position. This is logical and inevitable even in other spheres.

Master Full has all the proof one needs to teach on any hierarchy of levels and will not need any "upgrades" if opportunity strikes for advancement. However, Standard and Junior courses might need the upgrading if the employer requires one. In most of the cases, employers, as I have already noted, do not pay much attention whether you have Master or Standard unless it comes to decide how much to pay. I think I was clear on this specific issue.

Let's turn to another question: which one? Master Full or Master Waiver?

The basic difference between these grades lies in issuance of the LICENSE "on top" of the certificate. The TESOL license confirms that the holder of the certificate meets the INTERNATIONALLY accepted standards in teaching

English and his/her qualification and professionalism leave no room for doubts. As far as 90% of ESL teachers who work abroad holding the license helps authorities in another country to decide the eligibility and preparedness for the job, particularly in granting employment-based visas or completing the work related red tape. In addition, the FULL package includes more tangible evidence of completing the training than the WAIVER one.

FRANCHISING AND ACCREDITATION

TIELC is authorized to franchise its course and grant accreditation to parties, organizations and schools which are committed to set up the teacher training facility from the scratch. TIELC provides the full and affordable support of franchising and accreditation services.

Acquiring franchising and accreditation from us will help you to train your own teaching personnel, enroll trainees, render accredited course and issue franchised International Certificate under your authority.

If you have already reviewed our Frequently Asked Question [FAQ](#) you could have noticed that we grant full flexibility to our partners to adjust pricelist and duration of the course at their discretion matching the demand of the local market. However, we strongly recommend avoiding unlimited or uncontrolled deviations from already established pricing policy. To cut it short, you are free to set your own tuition fees within the reasonable margins.

Other benefits include the entry and verification of every of your graduate in the international teachers' database and full, 24/7 support into the bargain.

On the other hand, we would be more than delighted to guide you to your success through step-by-step instructions and consultations once you commit to our partnership.



TESOL COURSE FRANCHISING AND ACCREDITATION SET INCLUDES SERVICES AND ITEMS LISTED BELOW

- 1. Franchising Diploma**
- 2. Accreditation Certificate**
- 3. Good Standing Certificate**
- 4. Complete TESOL Course CD with with digital library**
- 5. Franchisee tool set CD with template compilations (reproducible), all manuals, instructions and copyrighted to your company**
- 6. Complementary TOEFL iBT training software with copyrights and royalties for Premium Franchising**
- 7. Complementary BEC (Business English Certificate) software with copyrights and royalties for Premium Franchising**
- 8. Complementary Master of Arts and Literature software with copyrights and royalties for Premium Franchising**
- 9. Enrollment rights**
- 10. Digital library user, reseller and distributor rights**
- 11. 25 TEIL Certificates annually (w/blank name fields)**
- 12. Transcript sheets and "Peace Envoy" recommendation letter templates**
- 13. Use of logo and stationary**
- 14. Personal resume pages for the Master course graduates**
- 15. Access to online training resources**
- 16. 30% discount on advertised tuition fees**
- 17. Round-the-clock verification services**
- 18. Unlimited time advertising (partner's page)**
- 19. International TESOL membership**
- 20. Graduate info in the database of Certified Teachers database**
- 21. Business email (yourcompany@intertesol.us) and webpage on INTERTESOL.US database website**

FINANCES

As for the financial side of the arrangement, you could make payments:

- STANDARD FRANCHISING
Franchising pack - \$1,699.00
Annual accreditation services - \$1,000.00
- PREMIUM FRANCHISING
Franchising pack - \$4,199.00
Annual accreditation services - \$1,000.00
- INDEPENDENT ENTITY
50% interests (shares) – \$ 17,199.00

[For details please review the list of competences and rights](#)

As soon as we have funds received in our account, the package will be dispatched to the address you would indicate in your application. However, from the time you submit your payment you will have the entry in the database and can start your enrollment campaign.

Total procedure, except for the package delivery which usually takes up to 2 weeks, would not last for more than 3-4 days from the moment you submit your application and fees.

PROCEDURES

a) Assuming that you have already visited above mentioned pages, open the Application at: [Franchisee Application](#) choose the payment option and currency of transaction and make an input in the appropriate box. Please make sure to fill out all required fields in the application form. You will need to do it anyway in the long run.

Having done so, submit the application and we will automatically generate your enrolment profile.

b) Having received to confirmation and acceptance letter your next step would be to either:

1. Submit your payment via  PayPal (we could provide the payment request) or
2. Download the invoice to complete the bank wire: [Invoice](#) or
3. Request customized invoice

c) As soon as we have received your computer generated franchising application and applied fees, we will dispatch a package via DHL, FedEx or other courier mail services available in the country of your current residence.

d) While your package is on the way, visit the online course website [Online Course](#) register and login. The login information, course user ID and password will be included in our email message confirming your membership. You can also review instructions on the same site. At this stage you are ready to start your enrollment.

Finally, having completed the above, you will be assigned your professional email address

e.g. yourname@intertesol.us and a webpage on our server, own resume page for your Master Full course graduates and appropriate entry in the database which also serves as a verification source for employers worldwide.

Your information will be stored in our database for unlimited time should anyone wish to verify the credibility of your institution and authenticity of certificates



STANDARD / PREMIUM FRANCHISING Vs INDEPENDENT ENTITY

RIGHTS AND COMPETENCE	STANDARD FRANCHISING		PREMIUM FRANCHISING		INDEPENDENT ENTITY 50% MEMBERSHIP	
Freedom in specifying own enrollment criteria (age, credits, accomplishments, grades, etc.)	YES	Minimum requirements set by TIELC must be observed.	YES	No limits. However, minimum requirements set by TIELC must be observed.	YES	No limits
Flexibility in pricing policy	YES	Flexibility, but within the frames of recommended rates	YES	Full flexibility	YES	Full flexibility
Direct acceptance of receivables and disbursement of payables	YES	Freedom of financial transactions	YES	Freedom of financial transactions	YES	Full flexibility
Independent online and offline training modes	YES	SF acquires these rights, but remains on the list of franchisee of TIELC and has a page as a member on TIELC websites and uses TIELC training matrix	YES	PF acquires these rights, but remains on the list of franchisee of TIELC and has a page as a member on TIELC websites	YES	Full flexibility
Independent decision-making in job-placement or career advancement of graduates	YES	Flexibility using TIELC job database and verification services	YES	Full flexibility	YES	Full flexibility
Independent website and advertising opportunities	YES	Full flexibility	YES	Full flexibility	YES	Full flexibility. Web design and setup of online training module included
Right to define levels and categories of certification and awards.	NO	Only through approval of TIELC	YES	PF is eligible but within the frames prescribed by TIELC franchising policies	YES	Full flexibility
Ownership of seal and stationary (use of own stationary)	NO	Stationary, certificates and LAS are provided by the TIELC	YES	PF is eligible to use the TESOL seal and own seal only on the number of certificates listed by the policy. However, PF is allowed to redesign the stationary as deems necessary	YES	Full flexibility

Right to authorize certification of trainees	YES	SF has rights to authorize certificates, but not LAS. Certificates have both – TIELC and SF signatures and logos on them.	YES	PF has rights to authorize certificates and LAS. Certificates have both – TIELC and PF signatures and logos on them.	YES	Full flexibility
Unlimited enrollment	NO	Premium franchisees are eligible for enrolment of not more than 25 trainees per year. Extra fees apply to raise the margin annually.	NO	Premium franchisees are eligible for enrolment of not more than 250 trainees per year. Extra fees apply to raise the margin annually.	YES	No limits
Worldwide enrollment (no specified country list)	NO	SF are eligible to spread their activities in only the country of their origin	NO	PF are eligible to spread their activities in the most of 5 adjacent countries or 5 countries of their choice	YES	No limits
Use of own logos, identification marks and signatures (digital or real) on the net and in reality excluding TIELC markings.	NO	SF cannot use only their logo and any own markings without the same of TIELC. The same refers to online or offline activities and materials, resources, certificate, etc.	NO	PF cannot use only their logo and any own markings without the same of TIELC. The same refers to online or offline activities and materials, resources, certificate, etc.	YES	Full flexibility. All materials and software shall have purchaser's markings and logos including software and stationary
Ownership of copyrights/trademarks to use on all training materials and supplements	NO	SF are not allowed to amend in any way copyrights/trademarks of TIELC and its resources	NO	PF are not allowed to amend in any way copyrights/trademarks of TIELC and its resources but has discount on acquisition	YES	Full ownership/rights. All materials and software shall have purchaser's markings and logos including software and stationary
Ownership of curriculum, syllabi, digital resources, tests and quizzes	NO	SF cannot own curriculum, syllabi, digital resources, tests and quizzes which is sole ownership of TIELC.	NO	PF cannot own curriculum, syllabi, digital resources, tests and quizzes which is sole ownership of TIELC. but has discount on acquisition	YES	Full ownership/rights. All materials and software shall have purchaser's markings and logos including software and stationary
Right to develop, upgrade, alter, change, refine, omit, amend existed resources	NO	SF is not allowed to undertake these ventures unless special permit from TIELC	NO	PF is not allowed to undertake these ventures unless special permit from TIELC	YES	Full flexibility
Release from franchising and accreditation/membership dues/obligations	NO	SF is subject to the franchising agreement and liable to pay accreditation and franchising fees prescribed by the policy	NO	PF is subject to the franchising agreement and liable to pay accreditation and franchising fees prescribed by the policy	YES	Full flexibility
Full self-management and self-accountability	NO	SF is liable to report to TIELC on graduates and submit its graduate information to the TIELC verification database	YES	PF is liable to report to TIELC on graduates and submit its graduate information to the TIELC verification database although has rights to establish this system for itself	YES	Full flexibility
Independent organizational and management rights	NO	SF has to follow the curriculum, programs and policies set by TIELC, maintain the style and scope of the TIELC training mode	NO	PF has to follow the curriculum, programs and policies set by TIELC, maintain the style and scope of the TIELC training mode, but has rights of developing its own approved by TIELC	YES	Full flexibility
Rights to set affiliations, subsidiaries, branches, or/with a 3 rd party participation	NO	SF cannot set affiliations, subsidiaries, branches, or/with a 3 rd party participation	YES	PF can set affiliations, subsidiaries, branches, or/with a 3 rd party participation in 5 chosen adjacent countries	YES	Full flexibility

Rights to resell all/any licenses, certificate bundles, media to a 3 rd party	NO	SF is not eligible to resell all/any licenses, certificate bundles, media to a 3 rd party	YES	PF is not eligible to resell all/any licenses, certificate bundles, media to a 3 rd party except for in 5 chosen adjacent countries	YES	Full flexibility	
Full copyrights and ownership of the TOEFL training software.	NO	SF can purchase the copyrights and use the whole compilation at its discretion. Purchaser of copyrights shall consider \$2 per CD and min. 2000 units to transfer ownership. Design is an extra fee	NO	PF can purchase the copyrights and use the whole compilation at its discretion. Purchaser of copyrights shall consider \$2 per CD and min. 1000 units to transfer ownership. Design is an extra fee	YES	Full rights of ownership is included as part of the rest of the material and resources.	
Full copyrights and ownership of the BEC (Business English Certificate) training software.	NO	SF can purchase the copyrights and use the whole compilation at its discretion. Purchaser of copyrights shall consider \$2 per CD and min. 2000 units to transfer ownership. Design is an extra fee	NO	PF can purchase the copyrights and use the whole compilation at its discretion. Purchaser of copyrights shall consider \$2 per CD and min. 1000 units to transfer ownership. Design is an extra fee	YES	Full rights of ownership is included as part of the rest of the material and resources.	
Independent collaboration and sharing with the all franchisees if TIELC	NO	SF is not allowed to independently collaborate with TIELC franchisees without TIELC consent	NO	PF is not allowed to independently collaborate with TIELC franchisees without TIELC consent	YES	Full flexibility	
		Fees	\$ 2,699	Fees	\$ 7,898	Fees	\$ 19,898
			\$ 2,699	<u>Credit for a SF</u>	(2,699)	<u>Credit for a SF</u>	(2,699)
					\$ 5,199		\$ 17,199

