



Policy	Admission & registration Policy	Reference	OM. Comp.1- Customer Acquisition
		Policy Ref.#	1.10
		Version	2024

Policies & Procedures

Accurate and consistent admission & registration

Procedure Purpose

- To ensure equality of opportunity to all applicants.
- To engage more learners from the wider community
- To encourage individuals, public sectors, or private sectors to enquire about any programmes at any time and we respond to any initial enquiry within 2 working days or less
- To ensure a smooth registration in the program/s

Staff Involved

Director, Communication Consultants (CC), Instructors, LIS

Procedure Method

Admission and Registration:

- At Berlitz Bahrain all learners are eligible to be admitted to the program they see suitable to their needs.
- We operate an admission policy which ensures equality of opportunities to all applicants. Applications are welcomed from learners on our public or private courses without discrimination or unfair dismissal in ground of race or colour. However, applicants must be fit for learning and meet physical standards.
- The Institute understands the importance of admitting applicants to a training program suited to their previous knowledge, ability, and future progression route. If the course is intended to be public, there is a selection process which values every aspect of the learning experience and not just an applicant's academic profile.
- In assessing admissions for foreign and local qualifications, Berlitz considers various factors. These factors may include academic qualifications, standardized test scores, language proficiency, interviews, and portfolio evaluations.
- Learner must be 16 years old or more.
- No prerequisites for admission to the program are needed except a Berlitz Placement test conducted in the centre by the language instructors and which will determine the actual language level of learners.
- A Consultation preparation form which is related to learners' details and learning goals, must be filled on



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arrival, and handed over to the communication consultant or Director.

- h- Learners will be sent a proposal and a description of the course they wish to attend.
- i- A Registration form will be completed before starting the course.
- j- By signing the registration form /enrolment contract, or paying, the learner agreed to adhere to all policies and codes of practices as a learner at Berlitz.
- k- Learner will not be allowed to attend a programme that he/she has not registered in.
- l- Berlitz will support all the learners to complete their registration process accurately.
- m- Upon completing a contract, a learner may express the wish to re-enroll on an additional course. Learners in this case must sign a new registration form.

Process

When learners inquire about building their skills and cultural understanding with Berlitz, they will follow a few steps to help the centre define their learning path and to ensure they are matched to the correct proficiency level and can quickly progress towards their goals. The steps are as follows:

Getting to know their needs — the communication consultant will find out the learners’ situation, specific goals, proficiency level, and what they want to achieve out of their language and culture program.

Placement test – Learners are tested by the language instructors on their language proficiency and placed at the right level before course registration. Learners will get an appointment with the target language instructor. Instructors will interview learners either face-to-face or on the phone. The placement test questionnaires assess learners’ fluency & accuracy in the target language.

A written assessment is also a requirement. This assessment could also give some but not a full indication of the Learner level.

Berlitz also conducts an online placement test that assesses the Learner’s vocabulary and grammar but not the speaking skills. Therefore, an Oral assessment is important. Berlitz conducts Online Placement Tests for English, French, Spanish, German and Italian which place up to Berlitz Level 8.

The placement tests are made up of questions which use and / or elicit grammar, structures, fluency, and functional abilities that are expected at each level. There are usually 4-8 questions per level.

The applicant should answer at least six answers in the "5" category to move to the next level (for L1-4), 5 at least for L5, 3 at least for L6, 4 at least for L7, L8 and must always respond in a complete statement. Questions or the topics related to the questions are linked to the LO for each level.

- The placement test can take between **5 and 45 minutes**, depending on the level and the variation of testing.
- Communication Consultants will inform the learners of their results within **3 working days**.

Explaining their program options — once the level is determined and the aims are understood, the



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communication consultant explains the training options, and how it would suit the applicants best, and how they can be helped to achieve their language learning outcomes, and cultural understanding goals.

Orientation — the communication consultant explains the Berlitz principles, the teaching methodology and how teaching works and help them get started. The customer will meet their language instructor, get to know their way around the learning centre, receive their program materials in the portal, and learn how they can achieve good results.

Learner’s portals & Licence keys: Once learners complete their registration formalities, they will be generated a license key to login to their instructional portal. In this portal, learners can: 1- Review materials designed for in-class use and as a reinforcement tool, 2- Practice self-correcting exercises in the Student Portal or answers keys in student guides, 3- Listen to the audio and audio scripts are available in the Student Portal or student guide (SG) 4- Rehearse for the curriculum test.

Special Needs Learners:

Our institution is committed to providing equal educational opportunities for learners with physical disabilities to the best of our abilities. We recognize the importance of creating an inclusive environment that supports their academic journey. In line with this commitment, our institution has developed a policy to accommodate Learners with special needs in our courses to achieve the intended learning outcomes. However, it is important to note that currently, our institution is developing its necessary resources and infrastructure to accommodate Learners with special needs. We are actively working towards improving accessibility for all Learners with special needs in the future. (see annexed policy for evaluating special needs learners)

Qualifications obtained & Progression from Level to Level:

Learners will obtain a certified qualification based on minimum satisfactory results and several credits (see the credit policy). For learners to progress from one level to another, they must:

- 1- Attend at least 75% of the course. Less than that, learners should attend make-up lessons to compensate.
- 2- Complete a minimum of 85% of the online practice.
- 3- Complete all required assignments for a successful progression.
- 4- Achieve a minimum of 65% out of the program’s learning outcome through an oral and written test.



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Learner Grievance & Appeals:

Berlitz Language Institute values appeals and positive comments and equally we expect to receive appeals or Grievance from the service users to all stakeholders. First all forms will be reviewed by LCD and redirected to the other management personnel responsible for such issue. As for learners' grievance will be shared to the CRD first and then shared with LIS. If the situation is not resolved, then escalated to LCD. Other grievance related to the management can also go through the grievance form. Once again reviewed by LCD shared with related management personnel. Escalated to LCD if it was not resolved.

Therefore, it is our policy that all appeals and grievance must be:

- Treated seriously and in an open manner
- Acknowledged immediately, preferably in writing by using a [Grievance Form](#) and [Appeals](#) found on Berlitz Bahrain website.
- Investigated thoroughly by the report owner.
- Resolved, wherever that is reasonably practicable, within no longer than 12 working days
- Used as feedback to improve the service which the Institute offers

No complainant bringing a complaint under this procedure will be treated less favorably by any member of staff. If there is evidence to the contrary, the member of staff may be subject to disciplinary proceedings.

Communication and Support:

We are committed in providing initial advisory services plus support in achieving the best learning outcomes to our prospective learners.

The Instructional Supervisor ensures this service by observing and monitoring the learners' progress.

Instructors counsel learners on how they can achieve the best results.

The customer relation manager communicates regularly with learners to ensure their satisfaction and report any complaints to the LCD.

Berlitz Senior Management Team will monitor the operation of this policy by receiving regular reports on admissions including those applications which have been declined. Monthly reports will be prepared to review and improve the process of admission at Berlitz.

Roles & Responsibilities:

- 1- Applicants fill in the Consultation Preparation form.
- 2- Communication Consultants interview for needs analysis and Placement.
- 3- Instructors conduct the Placement Test and report to CC for results.
- 3- Learners being informed of their levels and admission will be carried out by the CC.



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4- Failing to comply with this requirement might result in the learner not being admitted to the programme.

-We have appointed a communication consultant to maintain consistency and reliability on registration process at Berlitz. The communication consultant with the help of the Instructional Supervisor review each registration forms and advise the learners accordingly.

-If an external awarding body is involved in the process of registration on a programme, then their registration policy will be used alongside this policy.

-Below is the learning cycle demonstrating the workflow and the learning stages learners pass through to achieve a qualification.

Policy for evaluating Special needs learners:

1. Eligibility: a. This policy applies to Learners with physical disabilities (excluding hearing and speech impairments) who require accommodations during the learning process. b. Learners must provide documentation from a recognized medical professional or disability service provider stating their physical disability and the need for accommodations.
2. Procedure for Requesting Accommodations: a. Learners who require accommodations should submit a formal request to the institution's consultant. b. The request should include documentation verifying the physical disability, specific accommodation needs, and any relevant recommendations from medical professionals or disability service providers. c. The designated employee will review the request and documentation to determine the appropriate accommodations. d. All learners with such disabilities must be accompanied by their legal guardian or assistance while that person follows the rules and regulations of the centre.
3. Accommodations for Placement Tests: a. Reasonable accommodations will be provided to ensure equal access to placement tests for Learners with physical disabilities. b. Learners with physical disabilities will follow the standard placement test process, including test registration and scheduling. c. The designated office or department will coordinate with the test administration team to ensure the proper implementation of accommodations.
4. Confidentiality: a. All information related to a student's disability and accommodation request will be treated with strict confidentiality, following relevant privacy laws and regulations.
5. Future Considerations: We are committed to continually reviewing and updating our policies and resources to provide equal opportunities for all Learners.
6. Effective Date: This policy will be effective from the date of approval and will remain in effect until further notice.
7. Disclaimer: This policy is subject to periodic review and may be updated or modified based on the evolving needs of our institution and the availability of resources.



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Actions to Implement and Develop Policy for all Learners.

Berlitz will not tolerate any registration malpractices including registration abuse and registration tempering. All prospective learners are required to provide at least one form of identification as part of the registration process at the Institute. We will encourage the talented individuals to consider taking more challenging programmes. At the same time, we will aim to support those with less ability and talent to achieve satisfactory academic performance.

