



## Appendix 02

Terms of Reference

**Framework agreement for the delivery of English language courses in the United Kingdom (UK) for teaching staff at German universities**

**Contract No. 100/2026**



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## 1 Information on the Client

The German Academic Exchange Service (DAAD) is the world's largest funding organisation for the international exchange of students and academics. Over the past 100 years, the DAAD has supported around 3 million academics in Germany and abroad. It is run as an association by German universities and student bodies. Its activities extend far beyond the awarding of scholarships: the DAAD promotes the internationalisation of German universities, strengthens German studies and the German language abroad, supports developing countries in establishing high-performing universities, and advises decision-makers on cultural, educational and development policy.

The International DAAD Academy (iDA) is a division of the German Academic Exchange Service. For 20 years, it has been offering seminars, training courses and workshops on the topic of internationalisation. It supplements its course programme with freely accessible publications and materials. At the same time, it introduces new topics into the discourse on internationalisation. Through a wide range of offerings, it promotes the implementation of universities' internationalisation strategies.

As part of this call for tenders, the DAAD is seeking a service provider to offer intensive English language courses for English in teaching to approximately 70 participants per year – lecturers at German universities – and, at the same time, to design and deliver a supporting programme covering culture and regional studies. The aim is to provide tailored language support and insights into culture and regional studies.

The DAAD operates a certified quality management system in accordance with **ISO 9001**.

## 2 Subject of the tender and services to be provided by the contractor

### a) General

A framework contract is being put out to tender for intensive English language courses for teaching in English for approximately 70 participants – lecturers at German universities – per year, including a cultural and regional studies programme.

As part of the internationalisation of German higher education institutions, an increasing number of courses are being held in English. Through the intensive courses, lecturers are to learn and refresh specific vocabulary, idioms, etc., so that communicating in English during teaching sessions (lectures, seminars, laboratory sessions, consultation hours, etc.) is made easier for them.

Courses must be offered at two levels:

- **Beginners:** aimed at participants who have a very good B2 level and have so far taught no or very few courses in English at a university.
- **Intermediate/Advanced:** aimed at participants who already have a very good level of English (at least C1) and serves to refresh, deepen and expand existing knowledge. Previous experience of teaching at a university is required.

The contractor's scope of services for delivering the language courses includes assisting participants in finding accommodation, providing suitable teaching rooms, providing participants with drinks and snacks during the training sessions, and supporting participants during the language courses.

### b) Duration of the courses and course times

The courses will take the form of intensive courses lasting 5 working days (Monday to Friday), comprising a total of 25–30 teaching units. There should be 6–8 teaching units per day, with a cultural programme on two afternoons.

The most suitable course times are primarily the university holidays:

- Early March
- Mid-September

The contractor must be able to offer at least one course at each of these dates, at one level in each case. Four courses are therefore planned per year: two in the spring (beginner and intermediate) and two in the autumn (beginner and intermediate).

The exact scheduling and the content of the courses will be determined by the client on the basis of the selected tenderer's proposal and in consultation with them, including:

- o In the event of high demand, the client may, by means of an individual call-off, request the delivery of one additional parallel course in both levels or just one course in a single level. The decision to offer additional courses depends on participant demand and can be made no earlier than six weeks before the start of the respective course. The contractor is only obliged to deliver such courses provided that the necessary capacity is available.

### **c) Course content**

The courses are designed to deepen the language skills required for delivering lectures and courses in a higher education context. The aim is to give participants linguistic confidence in everyday teaching situations and to enable them to communicate professionally in the classroom.

The selection of teaching materials and media, teaching methods, text types, as well as supplementary support and cultural programmes (e.g. visiting a university and attending a lecture) must be specifically tailored to this target group.

Courses should be implemented in a way that is as practical and interactive as possible.

The primary focus should be on *speaking* skills and on communication with international students.

The language courses are to be held by the contractor in suitable training rooms. The following learning materials are to be provided:

1. Digital and, where appropriate, audiovisual materials and media appropriate to each level, as well as printed materials which become the property of the participant and are used for the entire duration of the course.
2. A digital learning platform to support the lessons.

Prior to the courses, the contractor shall conduct a brief written assessment of language skills with all participants via email. The contractor shall also evaluate the placement test. The allocation of participants to the beginners' or advanced course is based on the test results. The client is flexible regarding course allocation: no participants will be turned away on the basis of the results of the placement test. Even if the test results are not available until up to two weeks before the course begins, course allocation will be made in accordance with actual demand and the results. The results of the classification must be communicated to the participants and the client via email before the course begins.

In addition, the contractor must offer participants a cultural and regional studies programme for each course. The content of the programme is at the contractor's discretion but must be appropriate for the target group. The programme shall be organised on the basis of the tender submitted during the procurement procedure, in consultation with the DAAD. Furthermore, an introductory and orientation meeting shall be organised on the first day of lessons (Monday) before lessons begin, to familiarise participants with the local conditions (campus, surroundings, catering facilities, transport links).

The contractor undertakes to use an (interactive) digital **learning management system** that complies with data protection regulations for the preparation, support and follow-up of the individual courses. To this end, at least one person designated by the contractor who is responsible for the organisational support of the course must register on the platform. A person designated by the client must also be granted access to the areas of the learning platform relevant to the courses. A virtual classroom shall be created for each course four weeks prior to the beginning of each course, in which all necessary materials (e.g. preliminary information about the course, travel arrangements, etc.) as well as follow-up information (e.g. additional materials) can be stored. The learning management system shall also be used to support the course; for example, additional teaching materials etc. can be made available online.

**d) The contractor is not permitted to use its own platform that is not established in the market. Only a widely recognised and established learning platform may be used. The proposed platform must be described in detail and justified within the concept to be submitted.**

All requirements regarding the personnel to be deployed, in particular the teaching staff and project management, are set out in the tender conditions in accordance with **Annex 01** of the tender documents.

#### **e) Course size**

Classes must not have more than 12 participants. The contractor may not admit any participants other than those of the client to the course offered for the client. If there are fewer than 6 registrations, the client is entitled to cancel the course free of charge with 4 weeks notice (see **framework agreement in Annex 03a**). The Client shall use its best endeavours to ensure that the courses take place and to keep the cancellation rate as low as possible.

#### **f) Overview for the website**

Upon placement of the order, the Contractor shall, in consultation with the Client, prepare an overview containing all relevant content and organisational information regarding the intensive language courses, which the Client requires for the publication of the course on the iDA website. This overview shall be updated by the Contractor as required.

#### **g) Location**

As immersion in an authentic and appropriate English-speaking environment, even outside the classroom, is an integral part of the teaching concept for the intensive courses, the Contractor's teaching premises for the target group must ideally be located in London, United Kingdom.

Furthermore, the course location must ideally be well-connected internationally so that participants can travel there by plane, train, or bus without significant time expenditure.

It is expected that the teaching venue will be located near a reputable higher education institution in London that is easily accessible by public transport. Failure to meet this requirement (e.g. regarding a location near London) will not result in the exclusion of the tender. However, the tender will be awarded a correspondingly lower score during the evaluation process.

## h) Infrastructure

The infrastructure of the training rooms must be described in the infrastructure concept attached to the tender. All requirements are set out in the tender conditions in accordance with **Annex 01** of the tender documents. The teaching venue must offer various options for lunch. To ensure that participants are properly catered for, the venue must therefore offer a sufficient number and variety of restaurants and snack bars within walking distance to guarantee choice, quality and flexibility in lunch provision. This helps in particular to accommodate the diverse personal and cultural needs of the participants and thus supports a conducive learning atmosphere. An on-site canteen or the provision of snack and drinks vending machines are not sufficient options for lunch, as these are generally significantly limited in terms of their culinary offerings, the range of choices available (e.g. with regard to various dietary requirements and preferences such as vegetarian, vegan, lactose-free or gluten-free) and the freshness and quality of the food. Furthermore, such facilities usually do not offer meals that are sufficiently varied or meet the requirements of a balanced diet.

Catering for participants with drinks and snacks during training courses should be organised as follows: Coffee, tea and water are to be available to participants from the morning onwards and throughout the day in the seminar room. The drinks are to be replenished regularly during coffee breaks. In addition to cow's milk, a vegan milk option must be provided. Snacks are to be offered during two coffee breaks (morning and afternoon): seasonal fruit in the morning and biscuits or small pastries in the afternoon.

When providing catering, attention must be paid to sustainability in terms of both packaging and tableware. Plastic cutlery, plates and cups must not be used.

## i) Support

The contractor will be responsible for the supervision of the participants at the course location.

For support services, the contractor shall appoint a contact person no later than **six weeks** before the start of the course and provide their contact details to the client (DAAD). Participants will be provided with the contact details of the contact person once the registration deadline has passed.

## j) Accommodation

The contractor must assist course participants in finding accommodation. For each course, options for homestays with host families must be arranged, and assistance must be provided in finding hotels.

Care must be taken to ensure that the facilities in the accommodation meet at least an average standard. The accommodation must be in impeccable hygienic condition, i.e. clean and completely free of mould. The taps on the washbasins and in the bathrooms must not be so badly limescale-encrusted that the water no longer flows properly. For hotel accommodation, at least a continental breakfast must be included in the accommodation price. For accommodation with a host family, shared use of the bathroom and kitchen is permissible provided the facilities are adequate.

The accommodation in question must be accessible by public transport from both the course venue and the city centre in a manner that is reasonable in terms of cost and time. A one-way journey ('door-to-door') of no more than 30 minutes is generally considered reasonable; in exceptional cases, a maximum of 60 minutes. The costs of using public transport are not to be borne by the contractor.



### **k) Visa**

The Contractor shall assist participants who require a visa in obtaining one by providing a visa guide and, in individual cases, personal advice. The Contractor shall not bear any costs associated with obtaining the visa.

### **l) Recruitment of participants and participant management/support**

The promotion of the course, the recruitment (including advice) of participants, registration management and invoicing shall be carried out by the client.

### **m) DAAD materials**

For the delivery of the course, the Contractor will be provided by post with an event pack bearing the Client's logos. This includes, for example, conference folders, notepads, pens, sticky notes and any other course materials or promotional items provided by the Client. The Contractor shall distribute these to participants at the start of each course. The materials will be sent by post once a year for the courses planned for that year. The client will not supply quantities of materials that far exceed the expected demand. The materials may only be used for the courses taking place in the respective year. The contractor must dispose of any remaining materials at their own expense.

### **n) Communication / Reporting / Evaluation**

The Contractor and the Client shall communicate regularly in writing (via email) and through virtual communication platforms (e.g. Teams). The frequency of communication shall depend on the proximity to the courses. The Contractor shall report to the Client at the start of the course on how the launch went and, during the course, on any issues that could jeopardise the smooth running of the course.

Following the completion of a course, the Client shall conduct a course evaluation, the content of which shall be agreed with the Contractor immediately upon the award of the contract. The results of the evaluation must be made available to the Contractor no later than six weeks after the course.