

*University of Pennsylvania
English Language Programs*

*Business and
Professional
Programs*



Meet Our Staff



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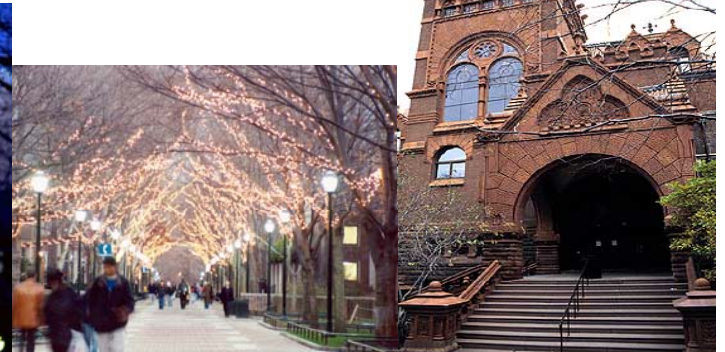
WEBINAR OVERVIEW

□ Outline

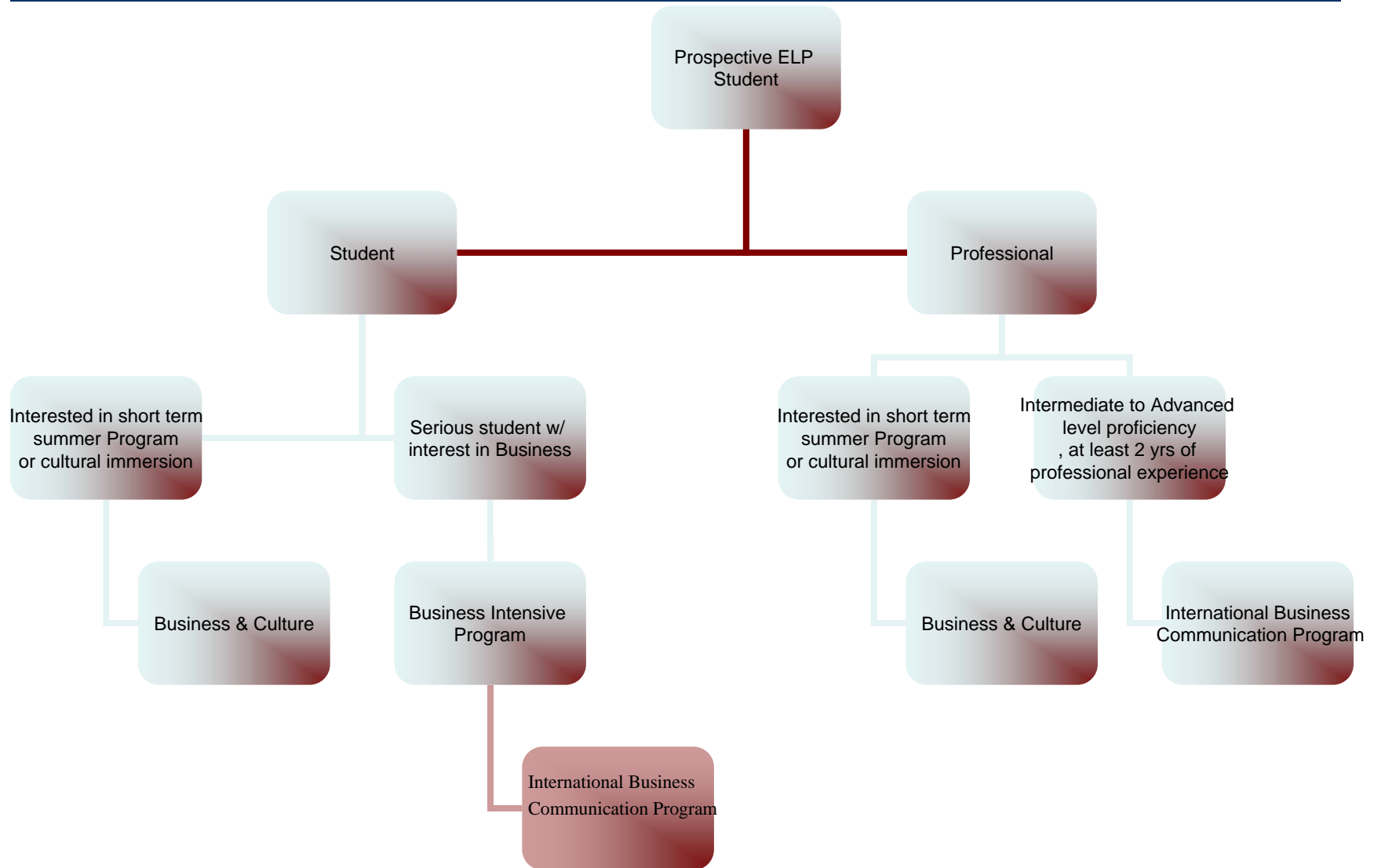
- ELP/ University of Pennsylvania
- Professional Programs
 - International Business Communication Program
 - Business Intensive Program
 - Business and Culture
 - Summer Institute for International Business Students
- How To Apply

University of Pennsylvania?

- ❑ Founded in 1740 by Benjamin Franklin, it is one of the oldest and most prestigious universities in the United States
- ❑ Informally called “Penn”, it is one of the 8 private universities known as “Ivy League.” Currently ranked #6 nationally.
- ❑ Made up of 4 undergraduate schools and 12 graduate schools, including the Wharton School of Business and the Fels Institute of Government
- ❑ Home to 23,500 students, including 4,000 international students.
- ❑ Beautiful campus with green lawns and landmark architecture



Selecting a Professional Program



International Business Communication Program: Overview

- **4-week program**
- **4 sessions per year (March, July, August November)**
- **20 hours of instruction and organized learning per week**
- **Discussion of business cases, dynamic simulations**
- **Networking events with local business executives**
- **Lectures from Wharton faculty**



IBCP cont.

□ Who should enroll in IBCP?

- Intermediate to Advanced level proficiency (at least 84 on Ibt TOEFL)
- Business professionals with at least 2 years of work experience or people who have completed a university degree in business
 - Many students with business experience who complete the Business Intensive Program study in the International Business Communication Program
- No more than 2 people from one company

□ What does the IBCP program look like?

- **Course Content:**
 - Strategic speaking, Presentations, Meetings and negotiations, Email writing, Cross-cultural interactions
- **Sample topics:** Wal-Mart and International beer industry.
- **Sample class activities/assignments:** Business simulation and problem-solving activities, Reactive speaking assessment, Business proposal email, Voice recording to assess individual's pronunciation issues; Final team presentation
- **Socio-cultural activities:** networking events, NBA basketball game and Wharton lectures

□ IBCP Outcomes?

- Improved ability to communicate in English in a wide range of business situations
- Greater knowledge and understanding of the business world
- Greater fluency and confidence in using language of business
- Increased career prospects
- Larger network of business professionals in important market

Business-Intensive Program: Overview

- ❑ 7 week program
- ❑ 6 sessions per year
- ❑ 20 hours of instruction per week
 - Courses focused on Business English
- ❑ No prior business experience is required, but a strong interest in business is encouraged.
- ❑ Students who have already reached the 700 or 800 level in the Intensive Program may elect to attend the Business Intensive Program.



BIP cont.

- **Who should enroll in Business Intensive Program (BIP)?**
 - Intermediate to Advanced level proficiency (at least 78 on Ibt TOEFL)
 - Business professionals, who an extended study option
 - Students of Business English
 - Students who have already reached the 700 or 800 level in the Intensive Program

- **What does the BIP look like?**
 - **Course Content:**
 - Presentations, Meetings, Negotiations, Email writing, Telephoning, Social skills
 - Other language skills that are essential for business communication: reading, writing, pronunciation, speaking, listening
 - **Sample topics:**
 - Green Business, Operations Management, Emerging Technologies
 - **Sample class activities/assignments:**
 - Business simulation and problem-solving activities
 - Weekly critical writing assignments
 - Reading and discussion of *100 Great Businesses and the Minds Behind Them*
 - Listening quizzes using business news segments
 - Team and individual presentations

- **BIP Outcomes?**
 - Improved ability to communicate in English in a wide range of business situations
 - Expanded knowledge of the business world
 - Greater fluency and confidence in using language of business
 - Increased career prospects
 - Many who complete this program go on to study in the International Business Communication Program

Business and Culture: Overview

- **4-week program in July and August**
- **Designed for those interested in improving their Business English skills and expanding their knowledge of the US**
- **15 hours of language instruction per week**
- **2 community interaction activities per week**
- **Several field trips**



Business & Culture cont.

- **Who should enroll in Business and Culture (B&C)?**
 - Intermediate & Advanced levels
 - Students and young professionals
 - who are interested in improving their business English skills
 - Who want to expand their knowledge of American culture
 - Corporations who want to reward employees
 - A group of 3 or more employees from one company

- **What does the B&C program look like?**
 - **Course Content:**
 - 15 Hours of classes
 - Light on homework
 - **Sample topics:** Leadership, Teamwork, Marketing, Innovation
 - **Sample class activities/ assignments:** Reading discussions, Meeting and Negotiation role plays
 - **Socio-cultural activities**
 - Includes two half day trips during the week
 - Two full day trips on Saturday (NYC & DC)

- **B&C Outcomes?**
 - Improved ability to communicate in English in a wide range of business situations
 - Expanded Knowledge of American culture



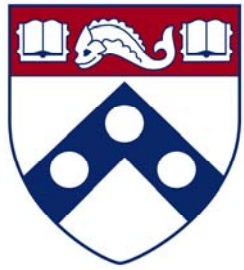
Other Professional Programs

- Summer Institute for International Business Students
 - 4 week Pre MBA program
 - Offered in July
- Custom Programs

Applying to the ELP

□ VISA

- For an F-1 visa, the ELP will prepare your I-20 after receiving your application materials and financial support statement.
- Participants studying in Business and Culture or IBCP can use a tourist visa (B-1).
- See the ELP website for application and instructions according to program.
- See the ELP website for housing application. Send application to the housing provider of choice.
- www.sas.upenn.edu/elp



Penn

ENGLISH LANGUAGE PROGRAMS

For questions or more information, contact the English Language Program:

- ❑ By mail:
 - 110 Fisher-Bennett Hall
 - 3340 Walnut Street
 - Philadelphia, PA
 - 19104-6274
 - USA
- ❑ By phone (Main Office):
 - 1-215-898-8681
- ❑ By fax:
 - 1-215-898-2684
- ❑ By email:
 - elp@sas.upenn.edu
- ❑ On the internet:
 - www.sas.upenn.edu/elp



Photo- Fisher-Bennett Hall, location of the ELP at 34th and Walnut Streets