

Since English has become the language of international commerce,

the Business and Professional English Programs at the University of Pennsylvania has developed cutting-edge language training that focuses on the high level communication skills essential for success in the ever-changing international workforce. Well-known around the world as a selective Ivy League institution and home to the Wharton School of Business, the University of Pennsylvania provides world-class education, libraries, renowned faculty, and a strategic location near the financial and governmental capitals of the United States. We welcome students, professionals, and organizations eager to seize the opportunities for professional growth and competitive advantage in today's dynamic international business landscape.



PROGRAMS

Business Intensive Program

The Business Intensive Program (BIP) is a 7-week course of study designed for students and professionals with intermediate to advanced English proficiency who want to build their awareness, fluency, and accuracy with the language of business as well as their knowledge of the global business world.

Curriculum/Courses

During the Business Intensive Program, participants are required to take 4 elective courses dedicated to speaking, listening, reading, and writing.

Speaking in the Working World

This course is designed around an authentic business simulation involving a telecommunications company. Specifically, students will lead and participate in meetings and negotiations; plan and deliver individual and team presentations; expand business vocabulary; and practice social skills important in business.

Target Listening

Students listen to authentic news segments, speeches, documentaries, and advertisements, which improve their ability to comprehend various spoken events. In addition, students will develop their analytical, critical thinking, reporting, and discussion skills in order to better synthesize and evaluate what they hear. The course will focus on the following topics: green business, operations management, and emerging technologies.

Breakthrough Reading

Students read extracts from mainstream business books, authentic business texts and well-known periodicals. In addition, they develop efficient reading strategies and the ability to clearly and concisely summarize and discuss what they have read, using new business vocabulary.

Professional Writing

Students generate and respond to business correspondence, which may include making plans, confirming sales orders, and dealing with complaints as well as longer assignments such as writing short reports and proposals. Business formats include emails, memos, business letters, and informal letters.

For a sample course schedule, visit our website.

BIP students must successfully complete the four required courses listed above. To be admitted to BIP, applicants must demonstrate their proficiency by submitting standardized test scores or by reaching the 700 or 800 level in the ELP's Intensive Program. No prior business experience is required, but a strong interest in business is encouraged.

Many students with business experience who complete BIP go on to study in the more rigorous and professionally-based International Business Communication Program (IBCP).

Academic/Social Activities

- Conversation Partners Program
- Social Activities and Field Trips organized by Student Center

BENEFITS/OUTCOMES

Measurable improvement in English language skills, based on final projects and assessments

Increased fluency, accuracy, and confidence with the language of business, as demonstrated in a variety of classroom tasks

Greater awareness and understanding of international business topics

“As someone with limited business experience, I gained so many new and important skills in the Business Intensive Program that are useful for my education and my career. I would recommend BIP for anyone who wants to learn about basic business topics, improve their English, and speak and write with more confidence.”

Summer Institute for International Business Students

The Summer Institute for International Business Students (SIIBS) is an intensive four-week program, held in July, for students who have either been accepted into an MBA program or who intend to apply to an MBA program. Students participate in this intense MBA skills course to prepare them for the rigors of the demanding business school classroom. SIIBS is appropriate for international students, both native and non-native English speakers, who want to identify and master the specific skills needed for success in the intense first year MBA curriculum.

Curriculum/ Courses

The SIIBS curriculum mirrors a traditional MBA curriculum and introduces fundamental concepts of business including marketing, leadership, strategy, and management, using case studies from the University of Pennsylvania's famous Wharton School of Business and other top MBA programs. SIIBS students take the following courses:

MBA Core – This course focuses on the topics taught in MBA classrooms and builds skills essential for success in business school, including: analyzing, presenting, and writing-up case studies; understanding rapid speech; participating in cross-cultural leading teams; conducting library research; and participating in impromptu speaking activities.

Power Reading – In this course, students learn and apply efficient reading skills to understand and analyze a variety of business texts. They will also synthesize ideas, demonstrate critical thinking, and state their opinions persuasively about topics addressed in the readings.

All SIIBS courses are taught by instructors with experience in business and language instruction. Guest lectures are given by faculty from the Wharton School, other Penn departments and industry executives. Classes are held in Wharton's state of the art building, Huntsman Hall.

For a sample course schedule, visit our website.

Business/Social Activities

Another key component of the SIIBS curriculum focuses on U.S. business practices and cultural perspectives. Participants have opportunities to meet leaders of corporations and learn firsthand the concerns of executives in the rapidly changing global marketplace. In recent years, corporate visits have included the Vanguard Group, Verizon, Rohm & Haas, Comcast Corporation, and other Fortune 500 companies. Students also participate in cultural activities that introduce them to U.S. history and culture, such as a major league baseball game, a day trip to Washington D.C., and a BBQ and networking event sponsored by Philadelphia's International Visitors Council.

BENEFITS/OUTCOMES

Greater familiarity with the Case Study Method including how to read, analyze, write up, and present a case study

Ability to participate effectively and respond to professor 'cold calls' in the classroom

Reading long business texts quickly and efficiently

Writing clearly and more efficiently

Effective participation in learning teams and case discussions

Understanding rapid speech, unfamiliar accents, and idiomatic language

Get a head start adjusting to life as a graduate student in the US

Optional Pronunciation workshops

Network with other MBA students

"As an international student who attended college in the US, I found SIIBS to be a very effective preparation for the challenges of my MBA program. Not only was I able to familiarize myself with the case method and the format of class discussions, but I also became a more productive team player by learning how to best leverage my teammate skills."

International Business Communication Program (IBCP)

IBCP is an intensive four-week program designed for businesspeople who want to improve specific business communication skills as well as the effectiveness with which they communicate in professional situations. The program is tailored to professionals with at least two years of work experience and high intermediate to advanced proficiency in English.

Curriculum/Courses

IBCP runs four times per year (March, July, August, and November) and consists of more than 25 interactive hours per week of targeted instruction and other business-related social activities. Participants take the following courses in a staggered schedule over the four week program:

- Productive Meetings
- Smart Negotiations
- Essential Business Writing
- Strategic Speaking
- Case Studies in Action
- Cross-Cultural Interactions

In these courses, participants actively practice and refine their communication skills by taking part in simulations based on authentic international business scenarios. Participants develop strategies to interact more comfortably with international colleagues; lead and participate more effectively in meetings; negotiate strategically for favorable outcomes in business ventures; deliver persuasive public presentations; respond accurately and confidently in impromptu speaking situations; self-monitor pronunciation; write a variety of clear, concise business correspondence; use powerful, expanded business vocabulary in speaking and writing; and increase the cross-cultural awareness essential in today's international business environment.

For a sample course schedule, visit our website.

Business-related Activities

- Corporate visits and private tours
- Guest lectures by Wharton and Penn faculty
- Business conferences and networking events
- Professional basketball game (NBA) or professional baseball game (MLB)

BENEFITS/OUTCOMES

IBCP equips participants with the skills necessary to interact with confidence and accuracy in a wide range of business contexts

Overall expanded business English skills, including the targeted language, vocabulary, and cross-cultural skills critical to successful meetings, negotiations, and presentations in today's international business world

Increased ability to apply data from real-life business cases to professional contexts as well as in writing tasks and oral presentations

Appropriate application of persuasive speaking strategies

Ability to self-monitor pronunciation and speech for greater clarity in spoken communication

Access to the rich resources of the Wharton School of Business community

“During IBCP, my class attended the Wharton Energy Conference, where we interacted with managers and executives of several large American companies. It really opened my eyes to a deeper perspective on the global business environment and gave me the chance to practice the professional communications skills we learned in the classroom.”

Custom Programs

At the Business and Professional English Programs at the University of Pennsylvania, we have a wealth of experience in designing high-impact custom programs, courses, and workshops for companies, foundations, government agencies, and universities tailored to the exact needs of each organization. Whether an organization is preparing to implement a strategic change or wants to strengthen the overall communication skills of its managers or of the organization as a whole, a cost-effective creative custom program can be developed to assure relevance, maximum impact and significant return on investment. Custom programs can be delivered worldwide or on the University of Pennsylvania campus in Philadelphia.

Custom Program Details

Our clients in custom programs are primarily multinational corporations, but we also design effective custom programs in the professional fields of law, architecture, medicine, nursing, engineering, and education. The number of participants in custom programs is based on the goals of the organization, but can range from as little as 6 to as many as 50. A custom program can last from one week to several months and can be scheduled at any time of the year except in late December when the University is closed.

Curriculum Components

In building each individual custom program, the Business and Professional English Programs at the University of Pennsylvania consults with the target corporation to design a curriculum that specifically meets the needs

of the client. A classroom component typically consists of content-based business language and business skills modules. Participants may also network within Philadelphia's business community to practice their communication skills and interact with American business professionals. Custom programs can be offered at any level of English proficiency from beginner to advanced. Depending on the company's strategic plans, curricula can emphasize all language skills, such as reading, writing, listening, speaking, vocabulary, and pronunciation, or target specific business skills such as negotiations and presentations.

Examples of Customized Content

- An intensive 1-week executive training session on negotiations
- An intensive 2- or 4-week program to prepare senior executives for the Advanced Management Programs at the Wharton School of Business or other top tier business schools.

Business Activities

Custom programs usually include company site visits, networking social events, and excursions to local and regional sites of historical or cultural interest, where the participants will have opportunities to interact with Americans and learn about US history and culture.

Prices

The cost of custom programs varies and can be affected by factors such as the number of participants, the number of program components, the length and intensity of the program, and the delivery method and location. Please contact the Professional Programs Manager at elp@sas.upenn.edu for more information.

CLIENT LIST

Ambev Corporation	Korea Telecom
Aventis Pharmaceutical	Maersk (China) Shipping Company Limited
Banco Santander	Marsh South Africa
BankInter	McKinsey and Company
Bradesco Bank	Mitsubishi Corporation
Caja Navarra Bank	Montsanto Argentina
Council for International Educational Exchange	Nippon Boehringer Ingelheim Co, Ltd
Deutsche Bank	Petrobras
Deutsche Telekom AG	ROHTO Pharmaceutical Co.,Ltd.
Fleet Boston Financial	Siam Cement
Fuji-Xerox	Samsung
Glaxo Smith Kline	SK Telecom
Goldman Sachs	Unilever
Hyundai Securities	United Nations
JP Morgan Chile	Veracel

“I really enjoyed the custom program that I attended at the ELP because of the high quality of the course materials, the excellent instructors, and the relevance of the courses to my job. It was a great learning experience that helped me build my professional communications skills, which led to a significant advancement in my career at Banco Bradesco”

ALEXANDRE GLUHER, BANCO BRADESCO, BRAZIL

Which program is right for me?

	ENGLISH LEVEL	LENGTH OF STUDY (WEEKS)	CLASS HOURS/ WEEK	AVERAGE CLASS SIZE
Business Intensive Program	Intermediate–Advanced	7	20	8–16
	<p>TARGET AUDIENCE: Students and businesspeople who have an interest in expanding their general business English skills.</p>	<p>FOCUS OF COURSE CONTENT: Integrated English language skills such as listening, speaking, reading, and writing taught within a business context.</p>		
International Business Communication Program	High Intermediate–Advanced	4	25	8–15
	<p>TARGET AUDIENCE: Business professionals who wish to refine specific business communication competencies. Typical participants include mid-level managers, and professionals seeking a job change or promotion.</p>	<p>FOCUS OF COURSE CONTENT: Targeted business communication skills include productive meetings, negotiation strategies, team and individual presentations, persuasive speaking, and professional writing.</p>		
Summer Institute for International Business Students	Advanced	4	20	12–16
	<p>TARGET AUDIENCE: Typically, participants have received admission to an MBA program in the United States or other English speaking country. Working professionals with at least 2 years of work experience and imminent plans to apply to an MBA program may be considered.</p>	<p>FOCUS OF COURSE CONTENT: Subjects specific to the MBA curriculum: case study analysis, discussion, and write-up; team and individual presentations; comprehending rapid speech and idioms; classroom cold calling; speed reading; and timed writing.</p>		
<p>Custom Programs</p> <p>At the Business and Professional English Programs, we design unique programs that position each organization for competitive advantage in the rapidly changing global business environment.</p>	<p>We offer custom programs for several reasons:</p> <ol style="list-style-type: none"> 1) to accommodate the clients' schedule. 2) to tailor the course content to the organizations' specific needs and goals 	<p>Examples of customized content include an intensive 1-week executive training session on negotiations; intensive 2- or 4-week program to prepare senior executives for the Advanced Management Program at Wharton. See Client List under Custom Programs.</p>		