



BUSINESS AND PROFESSIONAL UNIVERSITY of PENNSYLVANIA, PENN 2012



Coming è centro di iscrizione riconosciuto e qualificato per i corsi offerti da "Penn, University of Pennsylvania"



- Business Intensive Program
- International Business Communication Program
- Summer Institute for International Business Students (SIIBS)

Business Intensive Program

Business Intensive Program students take an integrated skills core course and listening and reading electives. All courses are based on English instruction for business. The schedule for Business Intensive Program students is set by the coordinator. They cannot choose from other Intensive or Super-Intensive electives.

To be admitted to this program, students must demonstrate their proficiency by submitting test scores or by reaching the 700 or 800 level in the Intensive Program. Some students who complete the Business Intensive Program and have reached the appropriate proficiency level go on to study in the International Business Communication Program.

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.

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).

International Business Communication Program

International professionals who seek a dynamic and successful career in today's diverse global business environment must be able to function at a high level of competence in English in order to achieve their professional goals; otherwise, they risk losing important career opportunities.

The International Business Communication Program (IBCP) at the University of Pennsylvania is a four-week program designed for business professionals with advanced proficiency in English who want to improve the effectiveness and confidence with which they communicate in professional situations in English. The IBCP consists of more than 25 hours per week of instruction and other organized activities and is designed around an ongoing, integrated skills business simulation, which presents new challenges every day for the motivated global business person.

The program includes:

- business communications skills training
- business perspectives activities
- ongoing business simulation
- social and cultural activities
- average class size 8-14 participants
- access to University academic and recreational facilities
- certificate for successful completion of the program
- extensive web-based support for communication classes, self-access study, and simulations

Components

Business Communications Skills

Instruction at advanced level. Participants will develop strategies to:

- interact more comfortably and appropriately with international colleagues at work and in social settings
- participate more effectively in meetings
- negotiate a more favorable outcome to business ventures
- respond more sensitively to international communication styles
- give more persuasive public presentations
- write more clear and concise business correspondence
- use powerful, expanded business vocabulary in speaking and writing

Business Perspectives

Business perspectives activities are designed to increase participants' understanding of North American business practices, to give them access to public and private business resources available in the USA, and to provide opportunities for further development and practice of business communications skills. Activities can include:

- guest lectures at the Wharton School of Business
- workshops on communication styles and conflict resolution given by a professional corporate trainer
- workshop on brand identity and marketing provided by a brand identity consultant
- briefings by local business leaders
- opportunities to network with business people at other events, such as World Affairs Council Receptions, Chamber of Commerce meetings, and International Visitors Council receptions

Ongoing Business Simulation

Working in simulation teams that take advantage of each person's individual business skills and experience, IBCP participants respond to a series of realistic and sometimes unexpected business situations. The simulation is a dynamic, realistic framework for using effective new language skills.

Summer Institute for International Business Students (SIIBS)

SIIBS is an intensive four-week program for students who are planning to pursue graduate business study in an English-speaking environment. SIIBS runs once per year during the month of July.

Curriculum

The curriculum provides the skills and knowledge that students will need to succeed at business school by focusing on:

- impromptu speaking
- oral presentations
- academic reading and writing
- academic and library database skills
- analysis and discussion of business case studies
- time management and academic study skills
- guest lectures by Penn faculty

Language and Academic Skills

This component provides participants with the skills they need for success in their academic programs of study and for accomplishment of their personal and professional goals. Based on initial evaluation of their English language skills, participants are placed into a core course that integrates instruction in all skills (reading, writing, listening, speaking). Core courses meet three hours per day, five days per week. In addition, participants take a one-hour per day reading skills course that provides practice critical to efficient reading of business texts. This course also trains students to analyze the text through discussion and in writing.

US Cultural and Business Perspectives

Participants have opportunities to meet with leaders of corporations and learn first-hand about the concerns of executives in the rapidly changing global marketplace through 1 or 2 visits to local corporations. In recent years, corporate visits have included Vanguard Group, Verizon, Rohm & Haas, and QVC. Cultural activities include major league baseball game, a day trip to Washington DC and a BBQ sponsored by the International Visitors Council.

Si prega contattare COMING per disponibilità e costi, grazie.

I PREZZI RIPORTATI SONO QUELLI DI LISTINO DELLA SCUOLA E NON COMPREDONO: VOLI, TRASFERIMENTI, e ove non diversamente specificato, ASSICURAZIONE E SPESE BANCARIE.

**IL COSTO DI APERTURA PRATICA E' DI €80,00
TUTTO IL MATERIALE INFORMATIVO, DATE E COSTI SONO SOGGETTI A VARIAZIONE.**