During the Institute, you will:

- Understand the framework and fundamentals of business operations and decisions,
- Develop a theoretical and practical understanding of the implications of the National Standards for Foreign Language Learning and Understanding by Design,
- Articulate communication objectives in interpersonal/ interpretive/ presentational modes,
- Learn to apply current business language and culture frameworks to the classroom,
- Learn to articulate measurable learning outcomes that address both content and language needs,
- Become familiar with different types of performance-based assessments and their role within curriculum planning,
- Learn to plan a curriculum that promotes communication in varied professional contexts (formal and informal),
- Identify and discuss dynamics of intercultural communication and exchanges,
- Learn how to evaluate and use appropriate instructional materials, and
- Design and receive feedback on a Standards-based lesson plan.

Contact us:

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http://lauder.wharton.upenn.edu/ciber/

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Penn Lauder CIBER *SUMMER INSTITUTE*
Learning a Second Language for Business Communication
June 19-24, 2011

LAUDER-FISCHER HALL

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The Joseph H. Lauder Institute of
Management & International Studies

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Program Description

To meet the demand for second-language educators who can incorporate business content into sound language education, the Penn Lauder CIBER Summer Institute trains educators in curriculum and lesson planning oriented toward professional content and contexts. The Summer Institute focuses on a learner-centered approach to business language instruction.

Target Audience: The Summer Institute is aimed at second-language educators with little business knowledge. Topics include business fundamentals, Understanding by Design, performance assessments, proficiency guidelines, and curriculum design.

Schedule

Day 1: Sunday, June 19, 2011
Registration, Welcome Reception, Opening Lecture

Days 2-6 (typical schedule):
9am-12noon: Business Fundamentals
12noon-1pm: Lunch
1pm-4:30pm: Language for Business Communication

Final day: June 24, 2011
Team Presentations, Awarding of Certificates, Reception

Topics

Topics addressed in the morning sessions:
• Measuring business risk and return
• Key elements of a marketing/business plan
• Building (and managing) teams
• Understanding financials
• Negotiating a contract

Topics addressed in the afternoon sessions:
• National Standards and Understanding by Design
• Performance-based assessment using proficiency guidelines
• Articulating learning objectives for business language courses (for language and content)
• Exploring communication through the "modes"
• Aligning instructional materials to address learning objectives
• Teams and leadership in the business language classroom