

English for Future Entrepreneurs Program Description

This 3-week, 45-hour program is designed for aspiring entrepreneurs with an intermediate level of English who want to develop specialized English language skills for developing, implementing, and promoting new business ventures. Participants will be given the opportunity to develop their listening, speaking, reading, and writing skills to become more effective communicators in the entrepreneurial arena.

Dates

Program Dates: Monday, July 17th through Friday, August 4th

Curriculum

This course develops the English language skills of aspiring entrepreneurs, to support them in developing, implementing, and promoting business ventures, with special focus on reading about and researching the business environment, collaborative brainstorming, writing a business analysis and plan, presenting and selling business ideas, giving presentations, and expressing and defending their ideas clearly. Participants are given the opportunity to become familiar with U.S. business practices, cultural norms and expectations, and communication styles, and to increase their effectiveness in English language business environments.

Topics and activities that form the basis of language practice in this course include:

- Team brainstorming of an idea for a product or service
- Researching the market and competition
- Developing and presenting a SWOT analysis
- Preparing the 'elevator speech'
- Writing and presenting the business plan

Participants are assessed on a combination of spoken and written assignments, which may include student presentations, group discussions, in-class writing, and project work.

Participants will receive a CELOP certificate of program completion, as well as a written evaluation based on CELOP's proficiency goals for intermediate-level students.

Program Faculty

Program teachers are Boston University faculty with expertise in English language development, business, and management. Faculty will determine the interests and needs of the students in their class and direct the course content and language to address those needs.

Accommodations

Housing/Dining

Participants have the option of being housed on-campus in dormitory style housing or off-campus. For more information, visit: <http://www.bu.edu/celop/support-resources/housing-dining/housing-options/>

Visa Information

Participation in the program requires a B1/B2 visa.

Health Insurance Details

Subject to Massachusetts State Law, participants are required to be covered by adequate medical insurance. Boston University requires that all full time students submit immunization records. Upon acceptance to the program, CELOP provides the Health History and Physical Examination report to every participant to complete and return.

*Program Fees**

Program Fees	
Tuition	\$1,580
Application Fee	\$110
Student Services Fee	\$60
Program Fee	\$40
Medical Insurance	\$130
Residence Hall Housing (Double Occupancy)	\$714
Meal Plan (19 Meals per Week)	\$765
Total Program Fees	\$3,399*

*Fees are non-final until approval by Boston University.

Program Schedule

The complete Program Schedule is attached on the following page. Selected program highlights are covered in more detail below:

Boston University “BUzz” Lab

The BUzz Lab is BU’s home for Entrepreneurship Programs, Student Clubs, and Start-Up organizations founded by BU Students. Founded as part of BU’s 12 year history of running entrepreneurship programs, the BUzz Lab is operated by BU’s Questrom School of Business and hosts guest speakers, entrepreneurship competitions, and start-up boot-camp training programs for aspiring company founders.

Dunkin’ Brands Headquarters Visit

Dunkin’ Brands is a world leading franchisor of quick service restaurants with more than 19,000 points of distribution, including 11,500 Dunkin’ Donuts and 7,600 Baskin-Robbins restaurants, across nearly 60 countries. In 2015, Dunkin’ Brands reported revenues of more than \$800 million. Dunkin’ Brands is headquartered in Canton, Massachusetts. The first Dunkin’ Donuts was opened in Quincy, part of the Greater Boston area, in 1950.

Boston Chinatown Neighborhood Center

The BCNC is the largest social service provider for Asian families in the Greater Boston Area. Among their services are education and workforce initiatives to provide community members with career pathways. Students will have the opportunity to learn about the economic impact of the Asian community in Boston.

Taza Chocolate Factory Tour

Taza Chocolate is an organic chocolate manufacturer based in Somerville, Massachusetts, part of the Greater Boston area. The company produces more than 40 different products which are sold at over 2,800 retail locations across the United States.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Week 1</p> <p>Arrival and Dormitory Check-in</p>	<p>9:00am – 12:00pm Welcome Ceremony Team Building</p> <p>1:30pm – 3:00pm Campus Tour & Student ID Registration</p>	<p>9:00am – 10:30am Creating an Effective Team</p> <p>10:45am – 12:00pm Delivering the Personal Pitch and Formal Language for Interacting in a US Business Environment</p>	<p>9:00am – 10:30am Visit to BU Buzz Lab</p> <p>10:45am – 12:00pm Interactive activities with Boston Chinatown Neighborhood Center</p>	<p>9:00am – 12:00pm SCAMPER (a game to encourage innovation)</p>	<p>9:00am – 10:30pm Lecture: Famous Entrepreneurs</p> <p>10:45am – 2:00pm Visits to local startup/incubator /industry</p>	<p>Student Life Activities</p> <p>Free time for students to explore the city and around</p>
<p>Week 2</p> <p>Student Life Activities</p> <p>Free time for students to explore the city and around</p>	<p>9:00am – 10:30am Disruptive Technology or not?</p> <p>10:45am – 12:00pm Creating a Product or Service for CELOP Students: The Capstone Project</p>	<p>9:00am – 10:30am Lecture: Characteristics of an Entrepreneur</p> <p>10:45am – 12:00pm Research: Target Market for Capstone</p>	<p>9:00am – 10:30am Starbucks and Howard Schultz: The New Way to Sell Coffee</p> <p>10:45am – 12:00pm Compile Information: What is your product or service?</p>	<p>9:00am – 12:00pm Branding</p>	<p>9:00am – 10:30am Lecture: Famous Innovators</p> <p>10:45am – 2:00pm Visit to Dunkin Brands Headquarters</p>	<p>Student Life Activities</p> <p>Free time for students to explore the city and around</p>
<p>Week 3</p> <p>Student Life Activities</p> <p>Free time for students to explore the city and around</p>	<p>9:00am – 10:30am Naming a Company and Importance of Colors in Global Marketing</p> <p>10:45am – 12:00pm Name your Product or Service/ Create Logo</p>	<p>9:00am – 10:30am Coca Cola in Japan: Why were they successful?</p> <p>10:45am – 2:00pm Lecture; Visit to local business: Taza Chocolate Factory</p>	<p>9:00am – 10:30am Fast Foods Gone Global</p> <p>10:45am – 12:00pm Effective Slide Presentations</p>	<p>9:00am – 10:30am Shark Tank: Product Pitches</p> <p>10:45am – 12:00pm Guided Workshop Preparation for Final Presentation</p>	<p>9:00am – 12:00pm Students Deliver Slide Presentation of Capstone Project: Product Pitches</p> <p>Certificate Awarding and Grading Transcript</p>	<p>Free time</p> <p>Departure the next day, Sunday</p>

Student Life

Students are free to join activities organized by the Student Life Coordinator, which can include the following: trip to Waterfire Festival in Providence, RI, Whale Watch trip, Revere Beach Sand Sculpting Contest, trip to Wrentham Shopping Outlet, and other events. Some events require the purchase of tickets, which are sold at a special discounted rate for CELOP students.