

Penn Lauder CIBER Summer Institute 2010

Summer Institute for Teaching a Second Language for Business Communication June 21-25, 2010

In today's global economy, there is a need for second-language educators who specialize in teaching language for business purposes. This program teaches the educators how to design curricula for teaching business communication, integrating second-language pedagogy and business fundamentals.

About Us

Penn Lauder CIBER is one of 31 centers administered by the U.S. Department of Education, under Title VI, to increase and promote the nation's capacity for international understanding and economic enterprise.

Audience

Second-language and ESL/EFL teachers and administrators with little business knowledge, and Ph.D. students preparing for the job market.

Faculty

- Cheri Micheau, Ph.D.
Senior Lecturer, University of Pennsylvania Graduate School of Education
- Carlos J. Menendez, MBA/MA International Studies,
Chief Operating Officer of Western Europe, Citigroup

Program Focus

Business Fundamentals
Teaching Business Language Methodology
Curriculum Design Exercises

Co-sponsored by
Temple University CIBER,
UNC CIBER, and
**University of
Pittsburgh CIBER**

Participation Costs:

\$450 (non-credit course)

Come with a colleague and receive 20% off!

\$360

**PA Act 48 Credit and NJ Professional
Development Hours available.**

Contact us:

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Visit online for our application:

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

Deadline for registration: June 1, 2010



PennLauderCIBER

The Joseph H. Lauder Institute of
Management & International Studies



“Penn Lauder CIBER gives the region a dynamic new link to global business opportunity.”