



Program Highlights

WISCONSIN ESL INSTITUTE

PROGRAM INFORMATION

Objective

The following proposal outlines WESLI's Executive Business English program. Students will receive training in key components to function in an English language business environment.

English is necessary to succeed in all areas of business in our increasingly globalized world. This course is designed to teach the skills necessary to thrive in the business. Successful graduates of this intensive program are now world leaders in areas of banking, pharmaceuticals, marketing, communications, politics, aviation, finance and sales.

Overview of WESLI

Founded in 1981, WESLI has earned an excellent reputation among universities, and colleges and businesses for equipping international students and employees with skills to succeed in competitive academic and professional environments. Students from all over the world have had satisfying, memorable cross-cultural experiences at WESLI and in Madison.

WESLI has a long history of a family-like atmosphere, as teachers and staff care about students personally while they assist them academically. Most staff members have lived abroad, speak one or more foreign languages, have years of experience teaching English, and have been at WESLI for more than 15 years.

The Teacher Training Program was established in 1999 and is accredited by the Commission on English Language Program Accreditation (CEA), approved by the Wisconsin Educational Approval Board, and aligned with TESOL International's Standards for Short-Term Certificate Programs.

The mission of Wisconsin English as a Second Language Institute (WESLI), a for-profit, stand-alone IEP, is to prepare student to be collaborative leaders in their chosen academic and professional environments. WESLI will accomplish this mission through exceptional ESL Instruction and Student Services; guided by the following principles as applied to all areas of the organization, staff and students alike: Cultural competency, Critical thinking, and Collaboration.



PROGRAM CURRICULUM

Business English Program Overview

The study curriculum will include courses in the five core language skills – International Business Essentials Public Speaking & Cross Cultural Communication, Business Writing, Business Vocabulary, and Pronunciation – as well as Supervised Structured Practice, teaching students the essential, non-language skills required to succeed in a business setting using English as the primary language.

Program Schedule: 40 + hours per week

- 10 Hours of International Business Essentials & Professional English
- 4 Hours of Advanced Business Writing Class
- 6 Hours of Advanced Grammar Class
- 4 Hours of Public Speaking Class
- 4 Hours of Pronunciation Class
- 15 Hours of Structured Practice
- 2 Hours of Conversation Partner
- + Weekly Business Visits & Meetings

The program is designed to help adult professionals learn English quickly, by integrating the most up-to-date teaching methodologies, taught by experienced professionals in the field of business. In addition, the program integrates students into the local business community, allowing them to practice their language skills in real world business situations and develop a global network.

The program's curriculum is structured on Pearson Education's *Market Leader*, developed in association with *Financial Times*, which "introduces students to topical business issues and builds the professional language and communication skills required for the modern world of business". Key Topics include:

- Negotiation skills
- Interview tools/techniques
- Email etiquette
- Phone skills
- Business networking and socialization communication
- Business Vocabulary

Business Visits and Meetings

Madison provides students access to hundreds of nationally and internationally recognized business in a variety of areas, including Dairy and Cheese Production, Bike Sales and Manufacturing, IT and Innovative Solution Businesses, Health Care, and Hospitality, among others. Every week, students will visit local businesses to meet with the managers of companies, learning about how business is conducted here in the United States.

Sample Weekly Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8:30			International Business English				
10:30	Public Speaking & Cross Cultural Communication	Business Writing	Public Speaking & Cross Cultural Communication	Business Writing	Public Speaking & Cross Cultural Communication	Weekend	Weekend
12:30	Open/Lunch	Open/Lunch	Open/Lunch	Open/Lunch	Open/Lunch		
1:30pm	Pronunciation	Business Vocabulary	Pronunciation	Business Vocabulary	Local Business Lunch Series	Activities	Activities
3:30pm	Structured Group Practice	Conversation Partner	Structured Group Practice	Conversation Partner			
5:30			Activities, Conversation Partners & Free Time				

PROGRAM ACTIVITIES

Activities

Students have the opportunity to attend a variety of activities during their stay in Madison, designed to give students a taste of life in Wisconsin. Additional activities may be arranged based on student interest. WESLI teachers or staff will accompany students on all activities so that students maximize their learning. The program includes one weekly activity and two weekend activities over the four weeks. Activities include:

Weekday Activities

- Tour of the state capitol building
- Overture Center for the Arts (Plays/Music Performances)
- Concerts on the Square
- Shopping and dining on State Street

Weekend Activities

- Farmers Market
- Shopping and dining on State Street
- Mallards Game
- Hiking at Devil's Lake State Park

Conversation Partners

Students will be paired with a conversation partner during the length of the program. This conversation partner will be a current or retired employee from their same professional background. Conversation Partners will meet on a weekly basis to work on conversation fluency, but also to participate in important cross-cultural conversations.



HOUSING & SERVICES

Accommodations

WESLI has an amazing network of Homestay families that provide a wonderful cultural opportunity of experiencing life in the US. Homestay can be an excellent way to immerse students in U.S. culture. Developing these connections outside of the classroom will enhance the learning that happens during the coursework, but will also help develop relationships that will last a lifetime.

In addition, WESLI also has a student residence, located just one block from the school. The student residence is also an option for students wishing to stay on their own.

Airport Pickup

A WESLI team member will pick students up from the Dane County Regional Airport in Madison or arrange for transportation from Chicago O'hare International airport.

Orientation, Eligibility, & Admission

Upon arrival, students will receive a thorough orientation to WESLI and Madison. To complete enrollment, students will need to provide their passport, and health insurance information (if they already have health insurance).

To be eligible for this program, applicants must meet all application and enrollment requirements outlined by WESLI. WESLI will provide assistance for students completing the application process. An example of items a student will need to provide or complete are as follows:

- WESLI Application
- Copy of Passport
- Proof of Health Insurance (Insurance May be Purchased Through WESLI at Additional Cost)

Admission Requirements: This program is open to businessmen and women that are currently in their career and are looking to improve their English for the specific purpose of business. This is not a program for university students wishing to study business, but for business executives and those in upper management streams.

- Level: Intermediate to Advanced (minimum TOEFL iBT 50, TOEIC 600, IELTS 5)
 - Pre-arrival placement testing available upon request
- Visa: Student Visa
- Letter of recommendation from current or former employer