Mastering English Program

Introduction to Global Business Leadership

July 26 - August 13, 2021

English Language Institute
7 East 12th Street, Suite 821
New York, NY 10003
(212) 998-7040
eli@nyu.edu
sps.nyu.edu/eli

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Program Overview

The Introduction to Global Business Leadership course is a professional English language program that prepares students to compete in today’s global business environment. LIVE ESL classes focus on business communication, with particular attention paid to word choice, presentation skills, memo writing, and cultural considerations in a global economy. Live synchronous lectures feature topics such as marketing, branding, entrepreneurship, and financial management.

Course Goals

• Develop effective written and oral business communication skills.
• Practice appropriate business writing for formal documents such as memos and reports.
• Make clear and effective presentations.
• Acquire knowledge in the fields of marketing, finance, and entrepreneurship.

Business English Sessions

Students will develop vocabulary, written and oral expression, and background knowledge related to the content of lectures. Preparatory activities include multimedia listening exercises and writing assignments that aim to enhance business communication techniques. By engaging in role-play, web-based activities, debates, short presentations, and discussions of relevant reading materials, students become more proficient and confident in employing advanced English listening and speaking skills.

Distinguished Guest Lecturer Series

Students will have the unique opportunity to benefit from distinguished lecturers from the NYU School of Professional Studies who are leading experts in the cutting-edge career fields of marketing, branding, team management, and entrepreneurship. These industry professionals work with the international business community in New York City and will expose students to key industry sectors while teaching them how to expand their international network.

Final Presentation

A key component of the program is English for business communication in a global context. Students will form groups and present on a new business idea. The final presentation offers students the opportunity to tap into their creativity and personal experience while practicing the important English skills of presentation and public speaking.

Teaching Approach

ELI instructors use a communicative, interactive, task-based approach to English language teaching.
# Introduction to Global Business Leadership: Course Schedule*

## Week I

<table>
<thead>
<tr>
<th>Monday 7/26</th>
<th>Tuesday 7/27</th>
<th>Wednesday 7/28</th>
<th>Thursday 7/29</th>
<th>Friday 7/30</th>
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</thead>
<tbody>
<tr>
<td>Meet Your Classmates in a Simulated Business Meeting</td>
<td>Distinguished Guest Lecturers: Best Practices in Writing Business Memos and Intro to Leadership &amp; Human Capital</td>
<td>English for Leadership Vocabulary Building Leading Group Discussions</td>
<td>Distinguished Guest Lecturer: Intro to Marketing and Best Practices in Business Presentations</td>
<td>English for Marketing Vocabulary Building Question Formation</td>
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<td>English for Business Writing</td>
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## Week II

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<tr>
<th>Monday 8/2</th>
<th>Tuesday 8/3</th>
<th>Wednesday 8/4</th>
<th>Thursday 8/5</th>
<th>Friday 8/6</th>
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<tbody>
<tr>
<td>8:30–10:35 a.m.</td>
<td>8:30–10:35 a.m.</td>
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## Week III

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<tr>
<th>Monday 8/9</th>
<th>Tuesday 8/10</th>
<th>Wednesday 8/11</th>
<th>Thursday 8/12</th>
<th>Friday 8/13</th>
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<tr>
<td>8:30–10:35 a.m.</td>
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<td>8:30–10:35 a.m.</td>
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<tr>
<td>English for Storytelling and Narrative Building Review of Verb Tenses Conjunctions, Connectors, Conjugations</td>
<td>Distinguished Guest Lecturer: Pricing Your Product and Business Instructor Editing and Review of Student Presentations</td>
<td>English Instructor Editing and Review of Student Presentations Elements of Successful PowerPoint Presentations</td>
<td>Distinguished Guest Lecturer: Panel Discussions on Final Presentations Final Questions about Starting a Business, Marketing a Business, and Keys to Success</td>
<td>Synchronous Feedback Discussion and Program Wrap-up and Review</td>
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</table>

*Please note that the program schedule is subject to change.

## Tuition & Fees

### Introduction to Global Business Leadership

<table>
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<tr>
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<th>Summer 2021 Remote</th>
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<tr>
<td>Tuition</td>
<td>$1,400</td>
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<tr>
<td>Registration Fee</td>
<td>$20</td>
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</tbody>
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**Student Total**

$1,420
ELI Student Testimonies

“Studying English at the ELI does more than stimulate creativity and intellectual curiosity. I experienced the joy of collaboration, of adventure, of diversity and of a new culture. It is a path to unlimited possibilities because the professors, the classmates, and the whole city enriched my life. It is life changing.”

Masahiro Yoshida, Japan
Former ELI student

“Effective. Fun. Challenging. This is how I’d define the course of study at ELI.”

Stephanie Spatti, Italy
Former ELI student

“I learned to understand the American way of life from passionate and interesting teachers and students who still remain a part of my life.”

Simone Furtado, Brazil
Former ELI student
General Information & Guidelines

English Language Assessment
You will be required to complete a brief online English language assessment prior to your enrollment. You can sign up for the assessment at https://nyu.qualtrics.com/jfe/form/SV_01ggizuRSw1bXlH.

Required Program Forms
Students must complete all required program forms prior to starting class using the online DocuSign platform. Failure to do so may affect program eligibility. Students will have access to the DocuSign platform upon completion of course registration.

A minor is a person below the age of 18. If you are a minor applying for the program, all of your required program forms will need to be co-signed by one of your parents or other guardians.

If you have any questions or concerns regarding the information covered in your set of required program forms, please do not hesitate to contact us at eli@nyu.edu.
The NYU School of Professional Studies – Celebrating More Than 85 Years of Excellence in Applied Professional Education

For over 85 years, the NYU School of Professional Studies (NYU SPS) has been a deeply respected institution of higher education that is grounded in applied learning. From its early years, training returning World War II veterans to fulfill the nation’s urgent need for skilled technical workers, it has evolved into a professional education powerhouse that offers 20 graduate degrees, 13 bachelor’s degrees for traditional and post-traditional students, four associate’s degrees, and a plethora of non-degree courses and credentials.

NYU SPS is a thought leader, and serves as an incubator for new ideas in industries that are constantly changing, including real estate, real estate development, and construction management; hospitality, tourism, travel, and event management; global affairs and global security, conflict, and cybercrime; global sport and sports business; publishing; marketing; public relations; project management; executive coaching and organizational consulting, human resource management and development, and human capital analytics and technology; management and systems; translation; and professional writing. It is focused on building skills that open doors to opportunities in emerging fields and global markets. NYU SPS faculty members are leading experts in their areas of discipline, with a hands-on approach that encourages students to push beyond their limits and to break new ground.

Home to some of the largest and most prestigious industry conferences in the world, including the Schack Institute of Real Estate’s Capital Markets Conference, REIT Symposium, and National Symposium of Women in Real Estate; and the Jonathan M. Tisch Center of Hospitality’s International Hospitality Industry Investment Conference, the School’s invaluable connections to industry leaders is a truly distinguishing factor in the education that it provides. Through career development services and resources provided by the NYU Wasserman Center for Career Development at NYU SPS, guest lecturers, site visits, participation in numerous conferences and events, and Global Field Intensives, students benefit from an NYU education that will set them apart. In addition, they have the opportunity to learn from and network with more than 30,000 NYU SPS alumni who live, work, and contribute to innovation in industry around the world. For more information about the NYU School of Professional Studies, visit sps.nyu.edu.

English Language Institute

Established in 1945, the English Language Institute (ELI) was one of the first university-based language learning centers of its kind. Our mission is to provide the English language skills students need to communicate effectively in academic, professional, and social settings, enabling them to engage fully in our interconnected and interdependent global society. Our faculty members are specialists in Teaching English to Speakers of Other Languages (TESOL) and will provide individualized attention to help you succeed. The ELI offers a comprehensive program of English language instruction and evaluation. We emphasize an integrated approach, ensuring that students gain a foundation in language structure and become comfortable and confident in communicating effectively in English.

English Language Institute Offices

Main Office
7 East 12th Street, Suite 821
New York, NY 10003
(212) 998-7040
eli@nyu.edu
sps.nyu.edu/eli

Woolworth Office
15 Barclay Street, Room 228
New York, NY 10007
(212) 992-8331
eli@nyu.edu
sps.nyu.edu/eli