University of Pennsylvania
English Language Programs

INTERNATIONAL BUSINESS COMMUNICATION PROGRAM

Susan Caesar & Katie Ryan
International Business Communication Program

- Working in teams, participants respond to a series of realistic and unexpected business situations
- 2 cases, company and industry

Case 1: **Apple**: Learning from the most successful customer-centric company

Case 2: **Global Auto Industry**: Exploring current and future trends from strategies of 3 global players

Cases in Action

**Case 1: week 1 & 2**
- Leadership & Team Building
- Business Analysis & Decision-Making
- Communicating Across Cultures
- Strategic Speaking
- **Productive Meetings**
- Describing Data

**Case 2: week 3 & 4**
- Building a Global Strategy
- Implementing a Global Strategy
- Persuasive Speaking
- Smart Negotiations
- Essentials of Business Writing

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Productive Meetings: Skype Assessment

- **Scenario:** News broke today that a prominent Chinese activist is criticizing Apple because it does not disclose information about its suppliers, some of whom may be responsible for water pollution in canals near Wuhan, China.

- **Assignment:** Two teams will conduct two 15-minute meetings through Skype. One team represents the Global Production Department at Apple and the other represents the Foxconn Company (Taiwan’s largest...
Language Objectives

1. Appropriate implementation of meeting protocols, including opening, closing, agreeing/disagreeing, and interrupting; softening and emphasis techniques
2. Effective use of target language expressions and gambits
3. Active participation demonstrating thorough understanding of the issues

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Set-Up

- Reserve 2 rooms in Weigle Info Commons with Skype capabilities
- Use recording software to capture video of the meetings with split screen.
- Upload clips of video to Blackboard/Google Drive for self- and peer-assessment.