Boston University
Center for English Language & Orientation Programs

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English for Innovation and Entrepreneurship

Program Dates:

July 24 – August 18

Student Profile:

The program is designed for aspiring entrepreneurs with intermediate to advanced levels of English (TOEFL 72/IELTS 6 or higher) who want to develop specialized communication skills for developing, implementing, and promoting new business ventures.

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.

Program Objectives:

This 4-week, 20 hour per week program is designed to achieve the following objectives:

- Develop skills for researching business environments, SWOT analyses, teamwork and collaborative brainstorming, writing a business analysis and implementation plan, presenting and selling business ideas, giving presentations, and defending business proposals
- Develop familiarity with understanding and analyzing business case studies
- Develop familiarity with U.S. business practices and cultural norms and expectations
- Engage in visits, field trips, lectures, and discussions in the Boston area to experience these objectives in action

Program Academic Curriculum (80 hours):

Module A: Innovation and Entrepreneurship (18 hours)

- Study Harvard Business School case studies on best practices for entrepreneurship and innovation
- Case study understanding and analysis including how to open a case study and synthesize information for an analytical presentation
- SCAMPER: an activity to foster innovative thinking
- Characteristics of entrepreneurs
- Profiles of entrepreneurs: Howard Schultz, JacJrs

Program Calendar:

Note: the timings and days of the activities listed may be adjusted subject to availability.

Week 1:

Morning	Welcome Ceremony & Introduction Team Building Exercise	How to read a case study	Harvard Business School Case Analysis	SCAMPER Activity Disruptive vs. Sustaining Technology	Guest Lecture: Ari Iaccarino, Co-founder of Ridj-it LLC	Free time for city exploration and activities
Afternoon	Campus Tour & ID Registration	Urban Adventure Team Building Competition	Self-Study and Free Time	BU BuzzLab Pitches	Self-Study and Free Time	

Week 2:

Morning	Babson College Summer Venture Showcase	Characteristics of Innovators & Entrepreneurs	The Personal Elevator Speech Critiquing Slide Presentations	Shark Tank: Delivering the Successful Pitch	Student Presentations on Jack Ma	Free time for city exploration and activities
Afternoon	Self-Study and Free Time	Mass Challenge Startup Incubator	Self-Study and Free Time	Dunkin Brands Headquarters	Self-Study and Free Time	

Week 3:

Morning	Profile: Howard Schultz and Starbucks	Market Research, Identifying the Target Audience	Market Research Analysis, Brand Creation	Student Practice Pitches to Audience and Feedback	Creating Effective Slide Presentations	Free time for city exploration and activities
Afternoon	Self-Study and Free Time	Meet with BU Engineering Students about Innovation	Self-Study and Free Time	BU Questrom School of Business	Self-Study and Free Time	

Week 4:

Morning	Boston Chinatown Neighborhood Center	Successful Presentation and Public Speaking Techniques	What Drives Innovation?	Creating a Pitch & Competition Preparation	Final Competition Awards and Grading Transcript	Free time for city exploration and activities Departure
Afternoon	Self-Study and Free Time	Taza Chocolate Factory	Self-Study and Free Time	Artisan s Asylum	Free Time	

Campus Facilities

Throughout the program, participants have a Boston University ID giving them access to the BU Fitness and Recreation Center, the Student Health Center, BU libraries, and all other facilities and resources normally available to CELOP students.

Accommodations and Dining

Participants have the option of being housed on-campus in dormitory style housing or off-campus. Boston University meals plans ranging from 14 to 19 meals per week are available.

For more information, visit: http://www.bu.edu/celop/support-resources/housing-dining/

Visa Information

Participation in the program requires an F-1 student visa. Upon acceptance to the program, CELOP provides each participant with an I-20 Form and instructions on the visa process.

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

Tuition	$2,750
Application Fee	$110
Student Services Fee	$60
Program Fee	$40
Medical Insurance	$177
	$3,137
Room and Meal Plan*	$1,932
	$5,069

- *For Double/Triple Room without A/C and 19 Meals Per Week Plan, other options available
- Additional "personal expenses" are estimated at $544. Financial documentation sent for purposes of I-20 processing should include this additional amount per participant.

Guest Speaker: Ari Iaccarino

Ari Iaccarino is a Boston-based entrepreneur and co-founder of Ridj-it, LLC, a ridesharing company focused on outdoor enthusiasts.

Dunkin Brands 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