Program Description

The UNI Culture and Intensive English Program is proud to announce the 2017 Business Communication Immersion Program, June 5-30, 2017. This program is designed specifically for professionals, students, and scholars who are working in business or who aspire to work in business in the future. The CIEP Business Communication Immersion Program will enable participants to communicate effectively in English in the business world. Participants will not only improve their language skills in business English classes, but also through business visits, lectures and workshops provided by experienced company managers and business professors.

Course Description

The course work introduces and builds upon students’ current knowledge of practical global American English business communication, focusing on entrepreneurship, marketing, business ethics, business culture and interview skills. The program provides students with articles, textbook excerpts, vocabulary and terminology specifically related to the companies, small businesses, historical and governmental areas they will visit. In addition to the business coursework and the intensive English classes, students will also be immersed in U.S. cultural activities such as sporting events, a day with a U.S. host family and a trip to Des Moines, Iowa. There will be a customized section for business professionals and a separate section for business students.

Program Highlights

» Lectures with UNIBusiness faculty
» Opportunity to improve English Skills
» Specialized course sections for business professionals and business students
» Customized UNI class observations based on interest area
» Tours to local, national and international companies
» Focus on business culture, ethics, marketing and entrepreneurship
» Access to University resources
» Certificate of program participation
» 23 hours of instruction per week
Rada Cutlery
Rada Cutlery in Waverly, Iowa is 100 percent U.S. American-made knives and cutlery products with a lifetime guarantee. Fundraising groups such as schools, youth groups and teams are the largest sellers of Rada knives. Independent sellers also sell cutlery products through festivals, events, owner-operated stores, and on the web. Founded in 1948, Rada now manufactures 10,000 to 20,000 units per day. Learn about how they reach their audiences through direct and indirect marketing. www.radacutlery.com

John Deere Tour/Presentation
John Deere is an international equipment company and one of the largest employers in the Cedar Falls/Waterloo area. Founded in 1837, the company now designs and manufactures agricultural, construction, turf and forestry and power systems equipment. John Deere focuses on global growth six areas: the United States, Canada, Europe, Brazil, Russia, India and China. With headquarters in three different countries, John Deere employees often work across cultures. Tour the factory and listen to a presentation about intercultural business strategies from experts who work with overseas partners on a regular basis. Jin Guang, Manager of Global Growth Operations, is a graduate of the University of Northern Iowa and will present to the group about working with different cultures.

HyVee Food Stores
HyVee is one of the top 25 supermarket chains and one of top 50 private companies in the United States. Founded in 1930 by Charles Hyde and David Vredenburg, HyVee has more than 240 stores in the Midwest and sells $9.3 billion annually. It is an employee-owned company, meaning that it encourages “each of its more than 82,000 employees to help guide the company” (www.hy-vee.com/company/about-hy-vee/). HyVee headquarters are located in West Des Moines, Iowa, but we will visit a local store. Cedar Falls HyVee Director, Todd Hepler, will present on the topic of business ethics, which guide company practices, including the company slogan “A Helpful Smile in Every Aisle.”

John Pappajohn Entrepreneurial Center
Visit the John Pappajohn Entrepreneurial Center at UNI and Mill Race Entrepreneurial Center in Cedar Falls. While JPEC helps UNI students with business ideas, Mill Race is a support network for business people in the Cedar Valley who are just getting started or who want to network with others. There are five John Pappajohn Entrepreneurial Centers in Iowa located at various universities, including UNI. Starting in 1996, these centers have helped to start more than 5,200 new businesses in Iowa. They also provide education for all levels, including K-12, on the topic of entrepreneurship. Katherine Cota-Uyar, Associated Director and Instructor of Entrepreneurship, will give a tour of the center and present about successful projects launched from the UNI JPEC.

Cost: $3,550 USD
Program cost includes: Tuition, housing, meals, cultural activities, local transportation, university fees, health insurance, application fee, textbooks and welcome and farewell celebrations.