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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, Jack Ma

- Disruptive vs. sustaining technology

Module B: Communication and Presentation Skills (23.5 hours)

- Teambuilding exercises
- Effective slide presentations
- Intonation, articulation, word groups, stress and emphasis as tools
- View and critique online presentations
- Metacognition regarding pronunciation and speaking fluency and accuracy

Module C: Lectures and Field Visits (26.5 hours)

- Guest Speaker: Ari Iaccarino
- Dunkin Brands visit
- Taza Chocolate Factory
- BU BuzzLab and Summer Accelerator
- Babson College Summer Venture Showcase
- Mass Challenge
- Artisans' Asylum
- Boston Chinatown Neighborhood Center

Module D: Competition on the Design of an Innovative Product (12 hours)

- Capstone Project: Create a service or product for CELOP students
  - Includes creating market research tool, conducting market research, creating a logo and title, coming up with a new product or service
- Pitch service or product to audience of BU graduate students
- Pitches will be evaluated with students competing for the best pitch

*Program Calendar:*

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

*Week 1:*

	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Weekend</b>
Morning	<b>Communication &amp; Presentation</b> Welcome Ceremony & Introduction  Team Building Exercise	<b>Innovation &amp; Entrepreneurship</b> How to read a case study	<b>Innovation &amp; Entrepreneurship</b> Harvard Business School Case Analysis	<b>Innovation &amp; Entrepreneurship</b> SCAMPER Activity  Disruptive vs. Sustaining Technology	<b>Lectures &amp; Field Visits</b> Guest Lecture: Ari Iaccarino, Co-founder of Ridj-it LLC	Free time for city exploration and activities
Afternoon	Campus Tour & ID Registration	<b>Communication &amp; Presentation</b> Urban Adventure Team Building Competition	Self-Study and Free Time	<b>Lectures &amp; Field Visits</b> BU BuzzLab Pitches	Self-Study and Free Time	

*Week 2:*

	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Weekend</b>
Morning	<b>Lectures &amp; Field Visits</b> Babson College Summer Venture Showcase	<b>Innovation &amp; Entrepreneurship</b> Characteristics of Innovators & Entrepreneurs	<b>Communication &amp; Presentation</b> The Personal “Elevator Speech”  Critiquing Slide Presentations	<b>Communication &amp; Presentation</b> Shark Tank: Delivering the Successful Pitch	<b>Communication &amp; Presentation</b> Student Presentations on Jack Ma	Free time for city exploration and activities
Afternoon	Self-Study and Free Time	<b>Lectures &amp; Field Visits</b> Mass Challenge Startup Incubator	Self-Study and Free Time	<b>Lectures &amp; Field Visits</b> Dunkin Brands Headquarters	Self-Study and Free Time	

*Week 3:*

	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Weekend</b>
Morning	<b>Innovation &amp; Entrepreneurship</b> Profile: Howard Schultz and Starbucks	<b>Competition</b> Market Research, Identifying the Target Audience	<b>Competition</b> Market Research Analysis, Brand Creation	<b>Communication &amp; Presentation</b> Student Practice Pitches to Audience and Feedback	<b>Communication &amp; Presentation</b> Creating Effective Slide Presentations	Free time for city exploration and activities
Afternoon	Self-Study and Free Time	<b>Lectures &amp; Field Visits</b> Meet with BU Engineering Students about Innovation	Self-Study and Free Time	<b>Lectures &amp; Field Visits</b> BU Questrom School of Business	Self-Study and Free Time	

*Week 4:*

	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Weekend</b>
Morning	<b>Lectures &amp; Field Visits</b> Boston Chinatown Neighborhood Center	<b>Communication &amp; Presentation</b> Successful Presentation and Public Speaking Techniques	<b>Innovation &amp; Entrepreneurship</b> What Drives Innovation?	<b>Competition</b> Creating a Pitch & Competition Preparation	<b>Competition</b> Final Competition  Awards and Grading Transcript	Free time for city exploration and activities  Departure
Afternoon	Self-Study and Free Time	<b>Lectures &amp; Field Visits</b> Taza Chocolate Factory	Self-Study and Free Time	<b>Lectures &amp; Field Visits</b> Artisan's Asylum	Free Time	

**Additional Program Information***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*

<b>Program Fees</b>	
Tuition	\$2,750
Application Fee	\$110
Student Services Fee	\$60
Program Fee	\$40
Medical Insurance	\$177
<b>Sub-Total Program Fees</b>	<b>\$3,137</b>
<b>Housing</b>	
Room and Meal Plan*	\$1,932
<b>Total Fees Per Participant</b>	<b>\$5,069</b>

- \*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.

**Appendix: Guest Lecture and Field Visit Descriptions***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

restaurants, across nearly 60 countries. In 2015, Dunkin' Brands reported revenues of more than \$800 million. Dunkin' Brands is headquartered in Canton, Massachusetts. The first Dunkin' Donuts was opened in Quincy, part of the Greater Boston area, in 1950.

#### *Taza Chocolate Factory Visit*

Taza Chocolate is an organic chocolate manufacturer based in Somerville, Massachusetts, part of the Greater Boston area. The company produces more than 40 different products which are sold at over 2,800 retail locations across the United States.

#### *BU BuzzLab and Summer Accelerator Visit*

The BUzz Lab is BU's home for Entrepreneurship Programs, Student Clubs, and Start-Up organizations founded by BU Students. Founded as part of BU's 12 year history of running entrepreneurship programs, the BUzz Lab is operated by BU's Questrom School of Business and hosts guest speakers, entrepreneurship competitions, and start-up boot-camp training programs for aspiring company founders. The Summer Start-Up Accelerator is a program which provides BU student and alumni entrepreneurs the opportunity to develop start-ups through mentorship, the provision of office space, and access to investors. Students in the English for Innovation and Entrepreneurship will be exposed to the projects of these entrepreneurs.

#### *Babson College Summer Venture Showcase*

The Babson Summer Venture Showcase is the culmination of Babson College's Summer Venture Program in which student entrepreneurs present their projects to investors and local start-up communities. Babson College is widely regarded as one of the top colleges in the United States for the study of business entrepreneurship.

#### *Mass Challenge Visit*

Mass Challenge is a Boston-based start-up accelerator which has supported more than 1,200 start-up companies which, in turn, have raised \$1.8 billion in funding and \$700 million in revenue and created \$60,000 jobs across the world.

#### *Artisans' Asylum*

Artisan's Asylum, Inc. is a community fabrication center in Somerville, Massachusetts which empowers its members to pursue fabrication projects.

#### *Boston Chinatown Neighborhood Center*

The BCNC is the largest social service provider for Asian families in the Greater Boston Area. Among their services are education and workforce initiatives to provide community members with career pathways. Students will have the opportunity to learn about the economic impact of the Asian community in Boston.

