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**Consortium for Language Teaching and
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Romance Languages Department

**Department of Germanic Languages &
Literatures**

Center for East Asian Studies



**ISSUES AND METHODS
IN
BUSINESS LANGUAGE
TEACHING**

MARCH 1, 2002



UNIVERSITY OF PENNSYLVANIA

MORNING PROGRAM

- 9:00** Breakfast at Penn Language Center
715 Wms Hall
- 9:30 –10:00** Welcome and Opening Remarks
Lauder-Fischer
Rm. 101
- Roger Allen, Professor of Arabic;
Faculty Director, Huntsman Program in International
Studies and Business, University of Pennsylvania
Maria Antonia Cowles, Associate Director
Language and Cultural Perspectives, Lauder Institute,
Wharton School, University of Pennsylvania
Nelleke Van Deusen-Scholl, Director,
Penn Language Center, University of Pennsylvania
- 10:00 –10:15** Introduction of Speakers
Lauder-Fischer
Rm. 101
- Betty Slowinski, Business Language Coordinator,
Penn Language Center; Lecturer, Romance Languages
Department; Senior Researcher, Wharton School,
University of Pennsylvania
- 10:15 –11:00** Orlando Kelm, Associate Professor of Hispanic
Lauder-Fischer Linguistics - Department of Spanish and Portuguese,
Rm. 101 University of Texas - Austin ; Associate Director Business
Language Education Center for International Business
Education and Research, McCombs School of Business
**Development of Business Language Curriculum:
Balancing Content and Language**
Abstract: Given the increased demand for foreign language in professional settings, language instructors find themselves in a situation where their general skills in teaching foreign language are needed in new areas of specializations, such as language for business. This presentation looks at the strengths of language instructors and what they know about language teaching that can be applied to courses in business language.
- 11:00-11:30** Discussion
- 11:30 -1:00** Lunch
Huntsman
Lounge



AFTERNOON PROGRAM

- 1:00 - 1:45** Qinghai Chen, Chinese Program Coordinator, University of
Lauder-Fischer Michigan
Rm. 101 **Variables and Solutions in Business Chinese Curriculum
Development**
Abstract: Business Chinese represents a whole spectrum of courses in Chinese language and culture with the specific purpose of facilitating interaction and communication in business contexts. Of primary importance for the development of any Business Chinese course is the locating of an optimal point in the spectrum on the basis of learner and needs analyses. This presentation will include a report from the field of Business Chinese instruction, a review of the variables in course design, a summary of commonly used course types, and a discussion of teacher preparation.
- 1:45 -2:15** Discussion
- 2:15 -3:00** Bettina F. Cothran, Associate Professor of German,
Lauder-Fischer Georgia Institute of Technology
Rm. 101 **Issues in Business German: Content, Process and
the Role of Technology**
Abstract: Information is vital to life in all aspects. We need information to educate ourselves and to make informed decisions. We pass it on to others and trust it is interpreted in the way we intended. Our access to information and our ability to interpret it correctly contribute to our success. This is true for us as individuals and as nations involved in global trade and alliances. In preparing our students of Business German for a successful life in the international arena, the National Standards of Communication, Cultures, Connections, Comparisons and Communities guide us in selecting materials, structuring the learning process and developing curricula appropriate to this end. Technology is an important tool to facilitate access to information gathering and continuing training for the teacher.
- 3:00 -3:30** Discussion
- 3:30 - 4:00** Closing Remarks
Lauder-Fischer Janice Bellace, Samuel Blank Professor of Legal
Rm. 101 Studies; Faculty Director, Huntsman Program in International
Studies and Business, Wharton School, University of
Pennsylvania
- 4:00 - 5:00** Reception
Lauder-Fischer Lauder Institute, Second floor

