

◆UCLA Extension Tokyo Center

UCLA Extension's professional and adult education in Tokyo!

UCLA Extension Tokyo Center offers programs from UCLA Extension, which has been a leader in the field of lifelong and professional learning. The programs in Tokyo, which are offered in cooperation with J. F. Oberlin University, were developed by the instructors and staff of UCLA Extension. All courses are taught by qualified instructors chosen and approved by UCLA Extension. These excellent programs have been designed for adults who would like to acquire knowledge and skills that are effective in international business and for cultural enrichment. These programs are tailored to working adults in Japan.

◆About UCLA Extension

►UNIVERSITY OF CALIFORNIA, LOS ANGELES-UCLA

Founded in 1919 and located just five miles from the Pacific Ocean, UCLA is one of the most prestigious and top-ranked universities in the U.S. and also one of the most beautiful, with impressive Italian Romanesque architecture, peaceful gardens and a lively student-centered environment. With a student population of more than 35,000, UCLA features a College of Letters and Sciences with both undergraduate and graduate programs and 11 professional schools, including Engineering, Medicine, Law, and Film and Television. The distinguished faculty includes Nobel Prize winners, Guggenheim fellows, numerous members of the National Academy of Sciences and other prestigious academic organizations.

UCLA is well known for many other reasons, including its libraries, with more than seven million volumes, its prize-winning athletic teams, and its programs in the performing arts. The university is a cultural center with a wide range of theater, dance, music and two major museums.

UCLA EXTENSION

UCLA Extension is the largest single-campus continuing education program in the world and offers a wide variety of individual courses and comprehensive programs to L.A.-area residents and international students and professionals. Fields of study include business and management, computer graphics and programming,

engineering, entertainment studies. Extension has special strengths in designing new and creative programs, which bring together the expertise of UCLA, UCLA Extension, and the many resources of greater Los Angeles and Southern California communities.

THE AMERICAN LANGUAGE CENTER-ALC

As one of the departments within UCLA Extension, the ALC provides English language training to speakers of other languages. The ALC has two intensive English programs, as well as offers part-time individual English courses for those who live in L.A., on-site job-related training for employees in organizations and companies, and custom-designed programs and courses that combine English and content fields such as business, health sciences, and teacher training.

The ALC's instructional approach incorporates many different strategies and techniques because individuals have different learning styles. ALC instructors do everything possible to be helpful, to create a comfortable learning environment, and to encourage students to take an active role in their learning.

All ALC instructors and staff are committed to providing the highest level of customer service.

◆ Greetings and Welcome from UCLA Extension

Greetings from Los Angeles and welcome to UCLA Extension Tokyo Center!
Continuing the long tradition of cooperation between Japan and the University of California, Los Angeles, UCLA Extension Tokyo Center expands our commitment to lifelong learning, career development, and our mission to provide knowledge and connections for people to achieve their personal and professional goals.

Our staff and instructors are dedicated to helping students and professionals advance their careers and prepare for success--not only in improving their English language skills but also in developing effective strategies for cross-cultural communication.

Come join our courses and experience our commitment to excellence, collaborative

learning, and innovation.

Sincerely,

Cathy Sandeen, PhD, MBA
Dean
UCLA Extension
University of California, Los Angeles

◆ Greetings and Welcome from UCLA Extension's American Language Center

Greetings from UCLA Extension's American Language Center in Los Angeles!
We are pleased to welcome you to UCLA Extension Tokyo Center.

Offering quality English language programs since 1975, the American Language Center has taken great care in developing UCLA Extension Tokyo Center programs. Our instructors are well-trained and experienced, and they will do everything possible to make your English language studies enjoyable and useful in the future.

Again, we welcome you and we wish you all the best!

Sincerely,

William H. Gaskill, PhD, Director
The American Language Center & International Programs
UCLA Extension

◆ About Business English Communication Program

What is the Business English Communication (BEC) Program?

BEC is a language program that uses business content to develop communication skills in its participants..

The teaching method is participant-centered and performance-based, focusing on communicative learning activities. This means that participants learn by doing,

using the language to complete business tasks and solve problems, not by passively listening to the instructor lecture. For example, by writing a business plan and developing it throughout the Business Advantage course with classmates acting as “consultants,” participants use all their language and cognitive skills as well as their knowledge of business. Based on the business plan, participants also make an appeal for funding to venture capital investors, developing the art of persuasion. In other group work activities, participants actually practice team building, chairing a meeting, and negotiating. These activities make for a more engaging and pedagogically effective course.

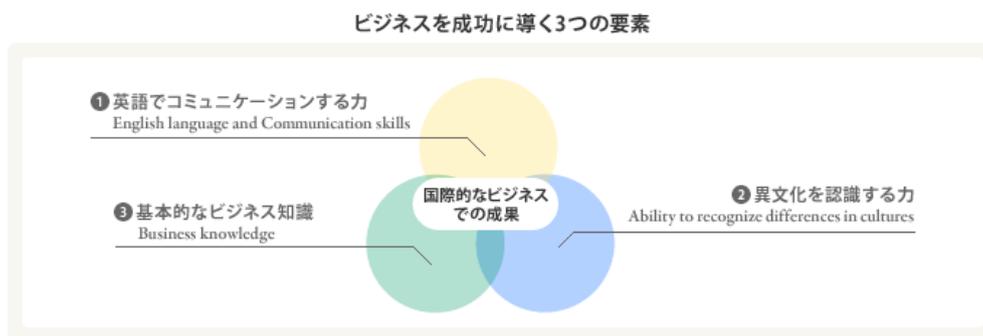
As a language course, BEC integrates communication skills such as listening, speaking, writing, and grammar/pronunciation. It also focuses on higher-order thinking skills, including logical and critical analysis, hypothesizing, summarizing, critiquing, pragmatics, and socializing.

The program has an emphasis on cross-cultural communication, which is often the cause of many problems when businesspeople try to communicate internationally. The courses introduce and incorporate the cross-cultural ideas of Edward Hall, Geert Hofstede, Fons Trompenaars, John Mole, and others.

All participants are placed in courses that best fit their needs. They are also given a lot of individual evaluation and feedback, including videotaping of presentations.

Instructors are trained specialists in teaching, language acquisition, and cross-cultural communication. The minimum requirement for an instructor is a master’s degree in TESOL, applied linguistics, or a closely related field and several successful years of teaching..

The program recognizes that participants have different preferred styles of learning, such as text-based, visual, auditory, participative, and exploratory. As a result, it offers rich and varied input to address the learning styles of all participants, including audiovisual exercises for each lesson, online multimedia materials, and opportunities for interaction with classmates and the instructor through the BlackBoard learning platform.



◆About each courses

UCLA Extension Tokyo Center is currently offering a five-course program focusing on improving the business communication skills of participants. Depending on the results of a test and a personal interview, participants will be placed in one of the courses to start. Each course will meet once a week for 10 weeks for a total of 30 hours* of classes. Participants will also have access to UCLA Extension's online learning system, *BlackBoard*, for additional practice.

Each course examines business topics, such as marketing, management, brands, promotion, jobs and interviewing, human resource management, patents and intellectual property, financing, investing, team building, and more. However, the goal of the program is to help participants develop effective business communication skills, as well as confidence, in negotiating, presenting, chairing and participating in meetings, socializing, writing business correspondence, telephoning, and other critical skills.

In addition, participants will be introduced to the importance of cross-cultural issues and how they influence international business communication. All courses will be taught using interactional and performance-based methods whereby participants use the language in role plays, negotiations, presentations, and other real-life business situations.

All five courses integrate communication skills, business topics, and cross-cultural awareness. The course sequence, however, offers increasingly challenging exercises and explores business topics in greater depth as the participants gain communication experience and complete courses. For example, participants make

presentations in all courses, including a final presentation which is video-recorded. As a result, the final presentations in the course sequence increase in content difficulty and communication requirements.

►Business Interactions

Topics

1	Communication and Culture	6	Company Timelines
2	Business Writing	7	Product Information
3	Exchanging Business Information	8	Presentation Skills
4	Business Telephone Skills	9	Presentations
5	Company Information	10	Negotiations: "A Year in Fashion"

Term	Day of the week	Class Time	Class Meetings	Fee
Jan 20 – Mar 24	Wed.	* 19:00 – 21:45	10	¥150,000
Jan 17 – Mar 28 ★No class on Mar 21	Sun	* 10:00 – 12:45	10	¥150,000

* a class hour equals 50 minutes

►Business Essentials

Topics

1	What is Culture?	6	Comparison Skills
	Making Appointments; Socializing	7	Problem Solving
2	Business Meetings 1	8	Presentation Skills
3	Business Meetings 2	9	Presentations
4	Graphs and Data Trends	10	Negotiation Skills
5	Financial Information		

Term	Day of the week	Class Time	Class Meetings	Fee
Jan 20 – Mar 24	Wed.	* 19:00 – 21:45	10	¥150,000
Jan 16 – Mar 27 ★No class on Mar 20	Sat	* 13:45 – 16:30	10	¥150,000

* a class hour equals 50 minute

►Business Insights

Topics

1	Cross-Cultural Communication	6	Financing and Investments
		7	Business Law
2	What is Marketing?	8	Patents; Intellectual Property
3	Human Resources	9	Presentations
4	Income Statements	10	Negotiation Role Play; Investment Decisions
5	Balance Sheets		

Term	Day of the week	Class Time	Class Meetings	Fee
Jan 16 – Mar 27	Sat	* 13:45 – 16:30	10	¥150,000
★No class on Mar 20				

* a class hour equals 50 minutes

►Business Impact

Topics

1	Communication Skills for Impact	6	Financial Ratios
2	Management Decision Making	7	Financing and Investments: Credit Crisis, Part 1
3	What is Good Management?	8	Financing and Investments: Credit Crisis, Part 2
4	Business Negotiations	9	Presentations
5	Cash Flow Statements	10	International Marketing

Term	Day of the week	Class Time	Class Meetings	Fee
Jan 17 – Mar 28	Sun.	* 13:45 – 16:30	10	¥150,000
★No class on Mar 21				

* a class hour equals 50 minutes

►Business Advantage

Topics

1	Intercultural Communication;	6	Brand Management
	Marketing Review	7	Sales Negotiations
2	New Business Ideas	8	Creating Financial Statements
3	Targeting and Segmentation	9	Business Plan Presentations
4	Pricing and Distribution	10	Country Profile Reports; Future Goals
5	Promotion Strategy		

Term	Day of the week	Class Time	Class Meetings	Fee
★Business Advantage will not be offered in the January 2010 term.				

◆5-Week Follow-up Seminars

UCLA Extension Tokyo Center offers two follow-up seminars for participants who have earned certificates in the BEC program. These seminars are “Business Across Cultures” and “Presentation Skills.”

Business Across Cultures

Participants will examine the influence of culture in business communication. Starting with a review of definitions of culture, participants will explore the ideas of Edward Hall, Geert Hofstede, Fons Trompenaars, and John Mole. The teaching method will be interactive, requiring participants to solve cultural problems in class, evaluate case studies, participate in negotiations and simulated business meetings, and make presentations on business-and-culture topics. Open to participants who hold an Advanced Certificate from the Business English Communication Program.

Presentation Skills

Participants will work on sharpening their business English presentation skills by analyzing and exploring effective presentations and by making presentations each week. Attention will be paid to appropriate formats for business communications, expectations on the part of the audience, clear structure and transitions, body language and nonverbal communication, pronunciation, answering questions from the audience, and more. Participants can choose different topics for presentations. All presentations will be closely evaluated, and feedback will be given to each participant for improvement. Open to participants who hold an Intermediate or Advanced Certificate from the Business English Communication Program.

◆Blackboard

In UCLA Extension’s BEC program, participants use the online, self-learning system called “Blackboard” for the following purposes:

- Ask questions of the instructor
- Read supplemental materials
- Practice listening skills with video and listening files
- Discuss topics in online forums with classmates and the instructor
- Read related websites that are linked

◆Certificates

As the chart shows, participants who complete three designated courses will be eligible for a certificate from UCLA Extension's American Language Center.

▶Participants who are placed in Business Essentials at entry level are eligible for the Certificate after completing two courses: Business Essentials and Business Insights.

▶Participants who are placed in Business Impact at entry level are eligible for the Executive Certificate after completing two courses: Business Impact and Business Advantage

◆Evaluation sheet

Participants will be evaluated based on attendance, homework completion, class preparation and participation, and the requirements for the final project presentation.

◆How to enroll

▶STEP 1 Take a placement test now!

The BEC program has open enrollment. Please take a placement test and have a personal interview with an instructor to determine your course. Your test result will be sent to you within 2 days by e-mail. Also, please feel free to join a free program information session to understand more about the BEC program!

*Free program information session is conducted in Japanese.

▶STEP 2 Send us an application form!

Please fill out an application form and send it to the following UCLA Extension Tokyo Center office by FAX, Mail or Email with an attached document in PDF format .

UCLA Extension Tokyo Center
At J. F. Oberlin University Shinjuku Campus
Kubo-Bldg., 2-9-2 Yoyogi Shibuya-ku Tokyo 151-0053, Japan
Phone +81-3-5304-5362 Fax +81-3-5304-5382
E-mail:info@uclaext-tokyo.jp
www.uclaext-tokyo.jp

▶STEP 3 Payment

Please remit the fee to the following designated bank account before your course starts. As soon as your payment is confirmed, a receipt will be sent to you. Unless your payment is confirmed by the office before the first session of your course, you will not be allowed to join the class. So please make sure that you complete the payment procedure!

Bank Name : Mitsui Sumitomo Bank
Branch Name : Machida branch
Account Number : 7778621
Account Name : Obirin Gakuen Rijichou Satow Toyoshi

▶STEP 4 Course starts!

Please re-check the course schedule for the course that you applied for and come to the first session. Booklets for course study will be given out on the first day of class. We encourage you, along with your classmates, to make use of our spacious and relaxing lounge at UCLA Extension Tokyo Center before or after class.

◆Placement test

Open enrollment, but participants must complete a placement test and have a personal interview with an instructor to determine their course.

-Writing (approximately 35 minutes):

Ten grammar questions & one essay (approximately 200 words)

-Interview: (approximately 10 minutes)

◆ **Free program information session**

Office staff will explain in detail the main purpose of the BEC program and how international business communication skills are taught in the classes.

Date	Day of the week	Program Information Session (Time)	Placement Test (Time)
11/28	Sat.	12:30-13:30	13:45-14:30 16:00-16:45
12/2	Wed.	19:00-20:00	20:15-21:00
12/5	Sat.	12:30-13:30	13:45-14:30 16:00-16:45
12/9	Wed.	19:00-20:00	20:15-21:00
12/12	Sat.	12:30-13:30	13:45-14:30 16:00-16:45
12/13	Sun.	13:00-14:00	12:00-12:45 14:15-15:00
12/16	Wed.	19:00-20:00	20:15-21:00
12/19	Sat.	14:30-15:30	13:30-14:15 15:45-16:30
1/9	Sat.	14:30-15:30	13:30-14:15 15:45-16:30
1/10	Sun.	13:00-14:00	12:00-12:45 14:15-15:00
1/13	Wed.	19:00-20:00	20:15-21:00

◆ Instructor

David Tedone, Principal Instructor, on What Makes BEC a Special Program

As the Principal Instructor for UCLA Extension's Business English Communication (BEC) program, I am often asked what makes our program special and how is it different from other language schools.

First, BEC offers a series of courses to help participants develop their English language and communication skills. The program uses business content to give students opportunities for real communication.

Second, the teaching method used in the classes is performance-based, focusing on communicative learning activities. This means that participants learn by doing, using the language to complete business tasks and solve problems.

For example, in one course participants write a business plan and develop it with classmates acting as "consultants," drawing on all their language and cognitive skills as well as their knowledge of business. Based on the business plan, they also make an appeal for funding to venture capital investors, developing the art of persuasion.

In other group work activities, participants actually practice team building, chairing a meeting, negotiating, and other important business skills. These activities make for a more engaging and pedagogically effective course.

Third, as a language course, BEC integrates communication skills such as listening, speaking, writing, and grammar/pronunciation. It also focuses on higher-order thinking skills, including logical and critical analysis, hypothesizing, summarizing, critiquing, pragmatics, and socializing.

Fourth, the program has an emphasis on cross-cultural communication, which often causes problems when businesspeople try to communicate internationally. As a result, the courses introduce and incorporate the cross-cultural ideas of Edward Hall, Geert Hofstede, Fons Trompenaars, and John Mole, among others.

Fifth, participants are placed in the course that best fits their needs, and they also

get a lot of individual evaluation and feedback, including videotaping of presentations and other performances.

Finally, the program recognizes that participants have different preferred styles of learning, such as text-based, visual, auditory, participative, and exploratory. So, we have designed BEC to address the learning styles of all participants with audiovisual exercises for each lesson, online multimedia materials, and opportunities for daily interaction with classmates and the instructor through our BlackBoard learning system.

Profile: David Tedone, Principal Instructor

My career has been both in business and in teaching, but all my work has centered on forms of communication from writing to teaching foreign language.

In business, I worked for Camp, Dresser, & McKee, Inc., environmental consultants; Temple, Barker, & Sloane, business consultants; The Life & Health Insurance Association of Massachusetts; GTE Corporation, a telecommunications and manufacturing multinational company; Connecticut General Life Insurance Co., and as a private consultant to clients such as National Grid, an electric utility; Grace Construction; a start-up logging company owned by Native Americans; and other companies. My experience includes work as a communications specialist for the government in environmental protection.

On the teaching side, as principal instructor in the BEC Program for UCLA Extension, I have taught in Tokyo since 2007. Before that time, I had also taught in Japan 1999-2000, in Italy at Ericsson's Rome Headquarters in 1984-85, and the US (Boston) for more than 10 years. In total, I have had the opportunity to work with more than 2,500 students from 60 countries. It has been great fun, and I have learned a lot from my students.

I hold B.A. and M.A. degrees in English from the University of Connecticut and an M.A. degree in Applied Linguistics/Teaching ESL from the University of Massachusetts Boston. As an undergraduate university student, I studied French, Spanish, and Italian, and, as a graduate student, Chinese and Cambodian for linguistic analysis.

Today, in Tokyo, I continue to study Japanese, which I started years ago at Harvard Extension University. My cultural studies there included courses in Japanese history and art. My Japanese level is intermediate, based on my latest test scores.

In addition, I speak Italian, which I also studied at Harvard Extension University, and have reading and translation ability in French and Spanish.

Recently, I completed an online training program on the design of online language courses with UCLA Extension as well business courses including Fundamentals of International Business; Financial Statement Analysis; Fundamentals of Business Strategy; Elements of Corporate Finance; Financial Markets, Instruments and Institutions; Managing People and Culture in Mergers and Acquisitions.

A handwritten signature in cursive script that reads "David A. Tedone".

David Tedone

Principal Instructor

UCLA Extension Tokyo Center