

**Nationally Accredited  
Flexible Start Dates  
Customizable Group Classes  
Affordable Tuition and Living  
since 1968**

### Study with Us

CESL offers intensive English language study for students planning to pursue academic, professional, and technical careers requiring proficiency in the English language. Typical enrollment averages about 100 students from 15-25 countries. Our two-month sessions begin in August, October, January, March, and June. In the summer, we have 4-week programs in May, June and July. Upon request students can adjust entry or exit dates to meet personal needs. To enhance language learning CESL offers many activities beyond the classroom; in addition escorted social and cultural activities as well as educational trips throughout Arizona, including the Grand Canyon are available.

**Eligibility** All students enrolled in the intensive English program must be 17 years of age at the beginning of their program and literate in a least one language.

### Why CESL?

- Learn English more quickly in a professional setting.
- CESL has an experienced award-winning faculty.
- CESL has a cutting-edge curriculum.
- CESL is located in the heart of the University of Arizona campus.
- CESL is the only nationally accredited intensive English program in the State of Arizona.



### Professional English Program Certificate

CESL students at the advanced levels may earn a Professional English Certificate. Classes that specialize in English as used in professional settings are offered in the evening. To earn the Professional English Certificate students must complete the High Intermediate 2 or Advanced course and take 3 specialized Business English classes: Advanced Business Case Studies: Written Communications, Advanced Business Case Studies: Oral Communications, and Pronunciation.

All courses are 30 hours each. The classes are independent of one another and students wishing to increase their marketability are welcome to participate in one or more of these advanced classes.

<http://www.cesl.arizona.edu/evening.htm>  
<http://www.cesl.arizona.edu/Nogales.htm>  
<http://www.cesl.arizona.edu/EnglishDowntown.html>



### Business Course Descriptions

#### Advanced Business Case Studies: Written Communications (30 hrs)

The purpose of this course is to develop critical writing skills via analysis of business practices, scenarios, and outcomes. Students will expand their vocabulary and idioms as used in the context of Business English. Students will concentrate on formal written presentations (e-mail, letters, memos, and reports) while cultivating a better understanding of cultural differences and cross-cultural communication. Students will practice necessary grammar and style involved in the production of these separate forms of communication, paying particular attention to choice of vocabulary, level of formality, and business etiquette.

#### Advanced Business Case Studies: Oral Communications (30 hrs)

The purpose of this course is to develop critical communications skills via analysis of business practices, scenarios, and outcomes. Students will expand their vocabulary and idioms as used in the context of Business English. Students will concentrate on oral presentations while cultivating a better understanding of cultural differences and cross-cultural communication.

#### Pronunciation (30 hrs)

This course is for high intermediate and advanced students who want to focus on pronunciation of American English through intensive practice. Rhythm, stress, intonation, and accuracy at the word level will be covered. Coursework will involve increasing language fluency, analyzing the sounds of American English, and developing monitoring skills.

#### Intermediate Business English\* (30 hrs)

Intermediate level students work on production skills—speaking and writing. Through writing practice and role-playing activities, students become familiar with vocabulary and protocols of business etiquette used in applying for a job, writing a resume and a cover letter, developing a business plan or an advertising campaign, and delivering of a persuasive presentation.

\*This course is not one of the Professional English Program Certificate requirements.



# English for Business

THE UNIVERSITY OF ARIZONA

College of Humanities

## Center for English as a Second Language



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Arizona's First University.

## TAKE THE PLUNGE

Study English – Your First Step  
“CESL is a strong building block for a bright future.”  
Rizwana Memon, Pakistan, May 2005.



The Center for English as a Second Language at the University of Arizona is accredited by the Commission on English Language Program Accreditation and agrees to uphold the CEA Standards for English Language Programs and Institutions. CEA is recognized by the U.S. Secretary of Education as nationally recognized accrediting agency for English language programs in the U.S.

The mission of the Center for English as a Second Language (CESL) at the University of Arizona is threefold:

1. To provide superior English language instruction
2. To serve the linguistic and professional development needs of the University of Arizona and the greater global community
3. To encourage respect for cultural and linguistic diversity through sensitivity, professionalism, and collaboration both on and off campus in an effort to promote worldwide cultural understanding.

**CESL**—Your Best Choice for Intensive English!

- C** CEA Accredited
- E** Exclusive Conditional Admission agreements with both The University of Arizona and Pima Community College: completion of CESL in lieu of TOEFL
- S** Specialized customized group programming available
- L** Language specialist faculty and a dynamic curriculum



### Customized Group Instruction

CESL has designed and implemented a wide variety of customized programs for groups of varying sizes. Our intensive and part-time programs are varied and diverse; however, we understand that business, industrial, educational, and other groups may have special needs that go beyond our regular programs.

#### What is a Customized Program? It may

- Include special curricular emphasis such as English for Business.
- Be for a special group such as your company employees.
- Have special dates and varying lengths of study.
- Take place at CESL or at your location in the US or abroad.

#### Request a Customized Program for Your Group

<http://www.cesl.arizona.edu/customized.html>

- Individualized Instruction at CESL
- Special Group Programs at CESL or in Arizona
- Special Group Programs in other countries
- Satellite CESL Program ongoing in your country
- On-Line Programs