Anglais de spécialité

Niveau d'étude
Bac +4

Composante
Institut d'Administration des Entreprises (IAE)

Volume horaire
32.0

Période de l'année
Semestre 2

En bref

Langue(s) d'enseignement: Anglais
Méthode d'enseignement: En présence
Organisation de l'enseignement: Formation initiale
Ouvert aux étudiants en échange: Non

Présentation

Description

Objectives: The accent is placed on understanding authentic documents (oral and written) and improving oral expression (aim C1 European level - Efficiency in a business setting). Business correspondence will also be dealt with.

Heures d'enseignement

Anglais de spécialité - TD
Atelier de méthodologie d'apprentissage - TD
32h

Syllabus


2. Gender marketing; Strategies to attract women; Presenting a women’s product.

3. Advertising media and methods; Starting and structuring formal presentations; viral marketing, keeping control of a brand in social media

4. Presenting an advertising campaign: Creating a Buzz

5. Financial terms, managing investments; Emerging economies; Financial news.

6. Going Green: Eco friendly companies; Meeting to tackle a controversy caused by a new energy company.


8. Difficult situations in the workplace. Best and worst business decisions. Meeting to solve a human resources problem. Writing the minutes of meetings.
9. The language of meetings and teleconferencing. Simulating a teleconference meeting.

10. Doing business across cultures; Comparing different business cultures. Holding a meeting to solve the problems of an international merger.


13. Presenting a sponsorship pitch for an event: management, financial and marketing perspectives. (Oral presentation in groups of 3 and written report on project).


Compétences visées

A1/A2 Listening and speaking skills