Anglais S1 / English

# Niveau d'étude  # Composante  # Volume horaire  # Période de l'année
Bac +4  Institut d'Administration des Entreprises (IAE)  16.0  Semestre 1

En bref
# Langue(s) d'enseignement: Français, Anglais
# Méthode d'enseignement: En présence
# Organisation de l'enseignement: Formation initiale
# Ouvert aux étudiants en échange: Oui

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 S1 - TD  TD  16h

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).


Infos pratiques

Lieu(x)

# Poitiers-Centre Ville