

# Anglais

Composante  
**Institut d'Administration des Entreprises (IAE)**

Volume horaire  
**16h**

## En bref

- # **Langue(s) d'enseignement:** Anglais
- # **Méthode d'enseignement:** En présence
- # **Ouvert aux étudiants en échange:** Non

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## Présentation

### Description

Objectives: The accent is placed on oral comprehension and oral expression as well as business correspondence in order to work autonomously within an international company.

### Heures d'enseignement

Anglais - TD TD 16h

### Programme détaillé

1. Introducing self and others. Global English. Organising a conference – holding a meeting to decide on a venue. Writing an email.
2. Meetings. Best and worst business decisions. Language of meetings. Holding a meeting about customer satisfaction in a hotel. Writing a letter about a special offer.

3. Telephoning and business correspondence Telephone expressions; Understanding voicemail. Teleconferencing. Writing emails.

4. Making a formal presentation Language of graphs and figures; language of presentations; How to make a business pitch.

5. Oral presentations Making your own business pitch.

6. International marketing Brands , advertising – vocabulary. A viral campaign.

7. Cultural differences. Meeting to solve problems after an international merger.

### Compétences visées

Being able to gather, structure and deliver complex information clearly

Facilitating group communication by expressing one's opinion

Presenting a professional experience

Understanding oral and written authentic documents

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## Infos pratiques



## Lieu(x)

# Poitiers-Centre Ville

## En savoir plus

# <https://iae.univ-poitiers.fr>