

# Management and Strategy

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

Période de l'année  
**Semestre 1**

## En bref

- # **Langue(s) d'enseignement:** Anglais
- # **Méthode d'enseignement:** En présence
- # **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

Management and strategy - TD	Simulation et jeu pédagogiques	20h
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### Programme détaillé

THEMES: Financial analysis of a family business faced with production problems. Ethical business: choosing a company to invest in. Best and worst business decisions. Teleconferencing and dealing with emails for a company with budget problems. Doing business internationally: meeting

across cultures. Negotiating: money and finance. Preparing and giving a presentation on a professional setting or experience.

### Compétences visées

Being able to deliver a structured oral presentation in front of an audience both in groups and individually.

Developping reading and listening strategies on authentic documents by gathering specific information.

Being able to express oneself spontaneously and clearly, interact fluently with others in various situations.

Having reached a grammar and vocabulary level allowing to express complex ideas in a text.

### Bibliographie

1. Cotton David. Market Leader#: Intermediate Business English#: Course Book. Harlow: Longman Pearson Education, 2005. Print.
2. Powell Mark. In Company 3.0#: Upper Intermediate#: Student's Book#: B2. [3rd ed.]. London: Macmillan, 2014. Print.
3. Frenco Evan. English for Accounting [Multimédia Multisupport]. Oxford New York Auckland [etc: Oxford University Press, 2007. Print.

4. Mac Kenzie Ian. English for Business Studies#: a Course for Business Studies and Economics Students#: Teacher's Book. Thirs edition. Cambridge: Cambridge University Press, 2010. Print.

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## Infos pratiques

### Lieu(x)

# Poitiers-Centre Ville

### En savoir plus

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