

## Anglais

Niveau d'étude  
**Bac +4**

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

Volume horaire  
**20h**

Période de l'année  
**Semestre 2**

### En bref

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

## Présentation

### Description

The aim of this course is to reach a C1 European level in English with particular emphasis on oral comprehension and expression in order to be efficient in a business setting.

Business correspondence is also studied - emails, letters, reports, press releases. Students work on business cases related to communication through meetings followed by presentations.

### Heures d'enseignement

Anglais - TD TD 20h

### Programme détaillé

THEMES: Communication-related vocabulary. Creating a brand. Relationship-building activities. Cooperation strategies in the workplace including cross-cultural communication aspects. Presenting an event or initiative in groups.

### Compétences visées

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

Developing 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. Hughes, J., & Naunton, J. (2010). Business result: Intermediate. [B2-B1]. Oxford: Oxford University Press.

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## Infos pratiques

### Lieu(x)

# Poitiers-Centre Ville

### En savoir plus

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