

Anglais commercial

Composante
Institut d'Administration des Entreprises (IAE)

Volume horaire
30h

En bref

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

Présentation

Description

Anglais commercial Goals: - To build up students' confidence and provide them with language resources to participate in business meetings - To use the language flexibly and effectively for social and professional purposes Objectives: - To be able to interact with a degree of fluency and spontaneity that makes regular interaction and sustained relationships with English speakers quite possible without imposing strain on either party - To be able to use phrases and expressions to state and ask for opinion, interrupt and handle interruptions, ask for and give clarification, emphasize a point, and summarize what has been said

Heures d'enseignement

Anglais commercial - TD	TD	14h
Anglais commercial - CM	CM	16h

Programme détaillé

Course Syllabus - General Présentation- Expectations - Introductions-Personal and Professional - Auto-evaluation with grill CECRL - Letson "Company and Job"- Talking about your company vocabulaire - Role Play- Introducing your company to someone you met on an airplane - Musical exercise - Letson "Business Meetings" - Types of meetings - Meeting problèmes and solutions Outsourcing "Made in ..." - Texta "Made in the USA" (new vocabulaire) - Class Discussion about produits "Made in France" (qualité vs. quantité) Letson Globalisation- World Trade Organisation (WTC) - BRIC (Brasil, Russisa, Indira; China) - MISTI (Mexico, Indonésie, South Kora, Ture)

Bibliographie

Letson "Company and Job", "Business Meetings"---
Linguahouse.com Musical exercises--- "Bohemian Rhapsody" by Queen, "Redemption Song" by Bob Marley
Letson Globalisation--- Active Business Culture TOEIC---
ETS Global

Infos pratiques

Lieu(x)

Poitiers-Centre Ville



En savoir plus

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