Anglais des affaires

En bref

# Langue(s) d’enseignement: Anglais
# Organisation de l’enseignement: Formation initiale, Contrat de professionnalisation
# 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).

Heures d'enseignement

Anglais des affaires - TD

TD 24h

Programme détaillé

THEMES: Business English:

1 - Working in a company, marketing, project manager: general vocabulary review.

2 - Market research techniques

3 - Marketing strategy and tools.

4 – Products.

5 - Competition and negotiation.

6 – Business Trip. General English:

1- Your body language shape what you are.

2- How to build your creative confidence. 3- Mobile phone

Compétences visées

Competences: In fact the major aim is TO MAKE YOU TALK, individually, in a group, at each lesson, thus acquiring, developing, enhancing your skills.

You will get customized remarks and to help you visualize and capitalize your improvement, you will be asked to work out a personal progress report to be analyzed monthly with the teacher.

Infos pratiques

Informations non contractuelles.
Dernière mise à jour le 02 juin 2021
Lieu(x)

# Niort

En savoir plus

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