

# LV1

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

## En bref

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

---

## Présentation

### Objectifs

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

TD TD 16h

### Programme détaillé

Introduction to specific vocabulary. Study of authentic advertisement in small groups. Listening and writing comprehensions. Business cases and letter writing. Oral presentation in small groups. Grammar and vocabulary exercises. Creation of an advertisement. Discussion on specific and current affairs.

### 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. Jones, Leo, and Richard Alexander. *New International Business English*. Cambridge: Cambridge University Press, 1996. Print.
2. Gore Sylee. *English for Marketing and Advertising* [Multimédia Multisupport]. Oxford New York Auckland [etc: Oxford University Press, 2007. Print.
3. Robinson Nick. *Cambridge English for Marketing* [Multimédia Multisupport]. Cambridge Melbourne [etc: New York N.Y. Cambridge University Press, 2010. Print.
4. Mac Kenzie Ian. *English for Business Studies#: a Course for Business Studies and Economics Students#: Teacher's Book*. Third edition. Cambridge: Cambridge University Press, 2010. Print.
5. Powell Mark. *In Company 3.0#: Upper Intermediate#: Student's Book#: B2*. [3rd ed.]. London: Macmillan, 2014. Print.
6. International press (The Economist, The Guardian, The New York Times, etc.).

---

## Infos pratiques

### Lieu(x)

# Poitiers-Centre Ville

### En savoir plus

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