

Number of ECTS credits : 3**Course language :** Anglais**Course leader :** DUBOURG Claire**Speakers :** BERNADOU Marina , IRLE Lisa , LE ROUX Frederick

≡ COURSE DESCRIPTION

Interactive language courses to develop vocabulary, accuracy and fluency.

TOEFL™ tips & exam techniques, in view of the semester spent studying the Masters Program in a foreign university.

These lessons are based on input from students whenever possible. As well as improving their Business English skills, students gain an insight into Anglo-Saxon working cultures in communication, media and marketing. They also work on the intercultural preparation necessary for a semester studying abroad.

≡ COURSE OBJECTIVES

Building an appropriate range of vocabulary around communication, media and marketing. (depending on the students' initial level)

Improving grammatical precision.

Gain experience in analyzing business issues in English.

Work on written academic documents in preparation for the semester abroad.

≡ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO2 - Analyse complex situations
Outcomes	Lev. 0 - NC
C4B learning goal	LG2 - Action
C4B learning objective	LO4 - Make proposals, take initiatives
Outcomes	Lev. 0 - NC
C4B learning goal	LG2 - Action
C4B learning objective	LO6 - Communicate in a foreign language in a professional context
Outcomes	Lev. 0 - NC
C4B learning goal	LG4 - CSR
C4B learning objective	LO12 - Take a decision from economic, social and environmental perspectives
Outcomes	Lev. 0 - NC
C4B learning goal	LG5 - Cooperation
C4B learning objective	LO13 - Communicate and interact
Outcomes	Lev. 0 - NC

≡ TACKLED CONCEPTS

To be able to speak and understand English correctly in a professional environment

≡ LEARNING METHODS

Activities are varied, hands-on and task-based.

Including role plays, team work, simulations and case studies.

Listening activities from audio based material as well as videos

Written exercises are expected between each session

≡ ASSIGNMENTS

Continuous assessment:

Tasks from the TOEFL™

Continuous Assessment: Written task from the TOEFL™

Class participation

Final Exam:

Multiple-choice questions on grammar and vocabulary. TOEFL™ based reading comprehension tasks.

≡ BIBLIOGRAPHY

Articles and podcasts from specialist magazines and websites

North Star Building Skills for the TOEFL™ iBT, Business Result Intermediate dvd rom and video, Cambridge English for Marketing

Websites: BBC, Guardian, CNN, Youtube, ETS Global, toeflgoanywhere . . .

≡ EVALUATION METHODS

40 % : Course work

60 % : Exam

≡ SESSIONS

1

TOEFL™ Information, exchange & discussion, practice

BRIEFING : 02h00

Warm-up quiz: how well do you know the TOEFL™ test

Presentation of : the course objectives, the evaluations,

Validation of the planner and online access

Learn about the speaking section

Independent Speaking

Integrated Speaking

Exam Practice Tips

Homework: TOEFL™ Speaking Section

2

Listening skills, communication vocabulary input / Case study

LECTURE & PRACTICAL WORK : 02h00

Technical vocabulary of screen adverts, language of slogans and brainstorming

Language for presenting

Output: A Case study, a product launch and promotion campaign

Homework: Independent writing task

3**TOEFL™ Dealing with written information / Information & practice**

LECTURE & PRACTICAL WORK : 02h00

Academic reading skills, reading to find information, for basic comprehension

reading to learn

Exam Practice Tips

Sample Questions TOEFL™ Reading Section

Homework: TOEFL™ Quick Prep Reading Section

4**Communication vocabulary input /Reading skills / Case study**

LECTURE & PRACTICAL WORK : 02h00

Optional Academic reading: changing world markets

The vocabulary of communication strategies & describing market trends

Output Case study: How well do you Tweet?

Grammar: the present perfect to describe improvements

Reading a press release and a newspaper review

5**TOEFL™ Dealing with aural information**

LECTURE & PRACTICAL WORK : 02h00

Academic Writing Skills. Independent writing, paraphrasing and integrated writing

Exam Practice Tips

Sample Questions : TOEFL™ Quick Prep 3 Writing Section

Homework: TOEFL™ Quick Prep Writing Section

6**Communication vocabulary input, Listening skills / Case study**

LECTURE & PRACTICAL WORK : 02h00

Discussion: Planning and writing a blog, creating a website

Listening: a meeting with a website designer

Technical vocabulary of websites, Using adjectives to enhance a text

Output Case study: Corporate Social Responsibility

Continuous assessment: TOEFL integrated writing task**7****TOEFL™ Dealing with aural information**

LECTURE & PRACTICAL WORK : 02h00

Academic Listening Skills for basic comprehension, pragmatic understanding, connecting and synthesizing information

Exam Practice Tips

Sample Questions : TOEFL™ Quick Prep Listening Section

Homework: TOEFL™ Quick Prep Listening Section

8**Communication vocabulary input, Listening skills Case study**

LECTURE & PRACTICAL WORK : 02h00

Option: Advertising all over the world

The challenges of international communication

Reading: Do local brands have a future?

Output Case study: international customer communication strategies