

**Number of ECTS credits :** 1

**Course leader :** BURLAT Claire

**Faculty :** BARRE-CAUSINO Carrie , DUBOURG Claire , FAULKNER Brian , LE ROUX Frederick , VALLENDER James

## ≡ COURSE DESCRIPTION

Interactive language courses to develop vocabulary, accuracy and fluency.

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 working in an international context.

## ≡ 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 working in an international context.

## ≡ LEARNING GOALS

## ≡ TACKLED CONCEPTS

## ≡ 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

Assignment: Write a professional brief (LESSON 3)

Continuous Assessment: Class oral and aural participation + Write a professional brief (30 minutes task in class). Session 5

Final Exam: Multi-choice questions on grammar and vocabulary. Work based reading comprehension tasks and writing a professional brief.

## ≡ BIBLIOGRAPHY

Articles and podcasts from specialist magazines and websites

Business Advantages Upper-Intermediate CUP Jonathan BIRKIN 2012

Business Result Upper Intermediate OUP DUCKWORTH & TURNER 2014

Websites: BBC, Guardian, CNN, Youtube, . . .

## ≡ EVALUATION METHODS

**40 % :** Contrôle continu

**60 % :** Examen

## ≡ SESSIONS

**1****Information, exchange & discussion**LECTURE : 03h00

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Warm-up discussion: introductions, getting to know you

Presentation of : the course objectives, the evaluations, confirmation of levels

Completing and analyzing an evaluation form: feedback on semester abroad

Discussing and evaluating performance: language of meetings

Video: HSBC and international management

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**2****Theory Practice Case Study**LECTURE : 03h00

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Input: E-marketing, Focus: the 4Cs of marketing and e-marketing

Output: Improve a company's e-retailing operation

Case study: DELL Computers

Language: vocabulary of marketing and e-marketing

Video: Aviva: changing a brand name

Grammar: Review of standard conditionals, introduction to mixed conditionals

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**3****Theory Practice Case Study**LECTURE : 03h00

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Input: What is branding?

Language: Vocabulary of branding (collocations)

Case study: The Havaianas brand

Writing input: persuasive communication online

Continuous Assessment: 30 minute written task in class

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**4****Theory Practice Case Study**LECTURE : 03h00

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Corporate Social Responsibility

Language: vocabulary linked to CSR

Debate the part ethics has to play in business

Case study: The BBC

Consolidation and revision for the end of term exam

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