

Anglais

Composante
Institut d'Administration des Entreprises (IAE)

En bref

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

Présentation

Description

Objectives: The accent is placed on oral comprehension and oral expression as well as business correspondence in order to work autonomously within an international company.

Heures d'enseignement

P-SJP	Simulation et jeu pédagogiques	16h
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Programme détaillé

1. Introducing self and others. Global English. Organising a conference – holding a meeting to decide on a venue. Writing an email.
2. Meetings. Best and worst business decisions. Language of meetings. Holding a meeting about customer satisfaction in a hotel. Writing a letter about a special offer.
3. Telephoning and business correspondence Telephone expressions; Understanding voicemail. Teleconferencing. Writing emails.
4. Making a formal presentation Language of graphs and figures; language of presentations; How to make a business pitch.

5. Oral presentations Making your own business pitch.
6. International marketing Brands , advertising – vocabulary. A viral campaign.
7. Cultural differences. Meeting to solve problems after an international merger.

Compétences visées

Being able to gather, structure and deliver complex information clearly
Facilitating group communication by expressing one's opinion
Presenting a professional experience
Understanding oral and written authentic documents

Infos pratiques

Lieu(x)

Poitiers-Centre Ville

En savoir plus

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